

82% Increase in 2014: Investment Boom in Analytics and Market Research Explodes and Matures

When last we reported on inward capital investment into the marketing research and analytics industry, we found that the levels of new capital flowing into the industry—at US \$3.2 billion—were four times higher than just three years previously. Surely this boom was nearing its apex and we would see venture capital and private equity focus more on gaining returns from the enormous amounts of money that had poured into this space?

Well, no. And yes. [CLICK HERE](#) to view the full article.

How “sellable is your company?”

Sellability Score is a quantitative tool that involves answering a 13-minute questionnaire. Upon completion you'll receive a score of how sellable your company is and a custom report on what is needed to improve its sellability.

The service is entirely complimentary.

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Message from the Editors

Eric Salama, the CEO of Kantar, has said for some time, the one most important thing that will determine the success or failure of both his company and our industry will be the ability to attract and retain really good *talent*. But what constituted great talent in the past will not necessarily be what constitutes it in the future. The role of market research is changing, the tools it uses are changing and the skill sets that will guarantee success are changing.

In this issue of The Cambiar Quarterly, we shine a spotlight on what this means for our businesses and our business models. We hope you enjoy it and find it useful.



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Preparing for the Skill Sets of the Future

It is no longer up for debate that the role of research and that of the researcher are both changing rapidly. Client-side insight functions are being asked to deliver more impact at a strategic level but with fewer resources and lower budgets. Clients are having to make choices about what is and is not core to their needs and many are experimenting with new ways of both generating and delivering insight. At the same time, the number of data sources and ways of studying and interacting with consumers have proliferated dramatically, making the researcher's life even more complicated. Big data, social media, MROCs, digital qualitative, neurosciences and 'do-it-yourself' solutions are all changing the landscape in which the researcher lives and works.

Exclusive Seminar Offer for Your Clients

What if you could hold a seminar for your clients that caused them to interact and debate with one another—which left them feeling enriched, boosted and impressed? Offer your clients a Future of Research seminar! We'll gladly conduct a half-day, interactive session for 12 to 25 of your clients at a location of your choice. The seminar will take a deep-dive on the latest results from the Future of Research study. Here's what David Rothstein, CEO of RTi Research, had to say.

“Cambiar has run four Future of Research sessions for our team and clients. These annual sessions are very valuable and well attended. During these sessions, Cambiar provides important industry insight from the Future of Research findings. They then facilitate an intelligent and meaningful dialog leveraging the research findings and the collective experience in the room. The feedback from our clients has been great! They value having the opportunity to learn, reflect and share their concerns, ideas, and vision with a small group of their peers. And because Cambiar is so well known and highly respected throughout the industry, they are the perfect partners for our annual Client Symposium!”

--David Rothstein, CEO of RTi Research and Consulting

Schedule your session by contacting Simon Chadwick at simon@consultcambiar.com.

So, what does this all mean for how we define talent needs for the future? Ian Lewis, Cambiar's Head of Research Impact, has posited that we will need three types of people in the future:

1. **Specialists:** people who are deeply expert in one or two of the new technologies, methodologies or modalities;
2. **Polymaths:** literally, people who are multiple experts, who have the ability to take the output from specialists and synthesize it into a cohesive story; and
3. **Consultants:** people who take the story to the C-Suite and ensure that it has impact on the decisions made.

At the same time, our annual trends study, *Future of Research*, shows very distinctly that the skills we value today, for example, report and presentation writing, project management, PowerPoint skills and statistics, will be much less valued in five years' time. In their place, we will value abilities such as storytelling, consulting, synthesis, creativity and influencing skills.

If this is true, it has major implications for the type of people we hire and how we train, motivate and reward them. Where do we find such people given that they are unlikely to be in the same place or indeed in the places we have found them before? What gets a data scientist's juices flowing? It won't be the same as for the consultant story-teller! And can we train our existing workforces in the types of “Power Skills” they will need to be successful in the future? (Hint: yes, we can!).

All of these are questions about which we have spent a lot of time thinking. We would be happy to share our insights with you and to help you in the journey to the research workplace of the future.



Discount on Burke Institute Program

Burke Institute: **C01 - Writing and Presenting Marketing Research Reports: Insights, Storytelling, Data Visualization** is co-designed and presented by Burke Institute and Cambiar. It offers the most comprehensive training available in our industry, with a focus on writing and presenting compelling reports and presentations that create impact and lead to action. Book through Cambiar and receive a 10% discount when you register for any these courses: Chicago (April), Los Angeles (July), Minneapolis (October) or Cincinnati (December). Enter promo code CAMB01. [CLICK HERE](#) for further details.

Enjoy a Good Blog? Read the Latest by Lock Collins

Reflection on Leadership for an Improved 2015

Over the past year, we at Cambiar have observed great leadership behaviors from our clients, as well as some not-so-great behaviors in the industry at large. To start the year off well, we took a closer look at these behaviors and made some suggestions for 2015. [CLICK HERE](#) to continue reading.

Communicating for Impact

The suite of skills that researchers will need in the future are often referred to as "soft skills." We don't think there's anything soft about them, that is why we call them "Power Skills"! Cambiar's Power Skills Training Program equips researchers with the skills necessary to succeed.

We start from a simple and fundamental premise. There is no value added from what you do unless the great analytic work leads to action that delivers business impact! That's why we have created [Communicating for Business Impact \(CBI\)](#), a one and a half day training program designed to help you become a master communicator.

"The presentation should take 10 minutes. The conversation should last for hours!"

--Margaret Coughlin, CMO

"We need to take the learning out in a way that's so inspirational they can't help but act on it."

--Jim Nyce, Former Heads of Insights at Kraft

We need to get beyond the 50+ page PowerPoint presentation and focus on communicating that inspires action. **CBI** addresses how to achieve business impact with presentations by applying a structured approach for developing stories and turning them into concise presentations that resonate with your audience. It's fun, interactive and it works!

For more information on how we can help you with your own customized **CBI** training session, contact Russ Rubin at russ@consultcambiar.com.