

StandPoint®



Impact Groups®
Finely Tuned Focus Groups



WHAT IS IT?



Impact Groups©
Finely Tuned Focus Groups

- ✔ Enhanced screening of research participants based on their natural abilities. We classify these abilities into four groups:
 1. The Evaluators
 2. The Problem Solvers
 3. The Story Tellers
 4. The Creatives
- ✔ Screening tool has been validated by Myers Briggs®
- ✔ Knowing this in advance allows us to:
 - Better match respondents to the research assignment (for example: some participants are better at generating ideas; while others are better at solving problems or telling stories)
 - Modify format, environment, exercises, and moderating technique to accommodate the various styles
- ✔ The goal is to maximize the quality of respondent input
- ✔ Better suited for higher incidence groups and consumer packaged goods. Successfully utilized in studies related to footwear, gardening products, and baby products

“The enhanced screening yielded a higher-quality, more engaged respondent.”

- MARKETING RESEARCH MANAGER, NEWELL RUBBERMAID

“For our project we screened for Creatives. They were able to get to an ideation state faster than the general consumer. In a two-hour session we left with many new and original ideas.”

- MARKETING MANAGER, ALCON

MEET THE FOUR STYLES



THE STORYTELLER

31% of U.S. Adults



- Sociable
- Experiential
- Emotional
- Motivated to help others solve problems
- Skilled at facilitation, mediation and articulation

THE CREATIVE

16% of U.S. Adults



- Insightful
- Imaginative
- Global thinker
- Makes new connections easily
- Naturally curious
- Skilled at generating new solutions

THE EVALUATOR

37% of U.S. Adults



- Organized
- Linear
- Detail
- Fact-driven

THE PROBLEM SOLVER

16% of U.S. Adults



- Analyzer
- Synthesizer
- Logical
- Seeks alternate solutions
- Thrives on complex challenges

FAMOUS "EVALUATORS"



Evaluators are:

Realistic

Practical

Accurate

Best with explicit instructions

Results-oriented

Factual

Motivated by competition / games

Organized

Sequential

Precise

Deadline-driven

Detailed

Highly time-oriented

FAMOUS “PROBLEM SOLVERS”



Problem Solvers are:

Theoretical

Intellectual

Analytical

Able to synthesize information

Able to think things through on their own

Logical

Able to seek alternate solutions

Good at solving intellectual puzzles

Not fond of deadlines

Best when they take time to plan and think

Good with complex challenges

Conceptual

Aware of, but push limits

FAMOUS “STORY TELLERS”



Story Tellers are:

Sociable

Experiential

Supportive

At their best when are able to talk through issues and ideas with others

Influenced by personal values and experiences

Appreciative of praise and attention

Skilled at helping people solve problems

Known for doing what “feels right”

Able to understand how things affect people

Commonly known to rely on their own feelings and thoughts

FAMOUS “CREATIVES”



Creatives are:

- Insightful
- Imaginative
- Best when they can see the “big picture”
- Skilled at making associations
- Not fond of exacting directions
- Able to look beyond the facts to see the big picture
- Future-oriented
- Sensitive to aesthetics
- Frustrated by schedules, deadlines
- Able to engage in multiple tasks at one time
- Curious
- Likely to lose track if engrossed
- Able to generate new solutions
- Good at making connections
- Able to think about possibilities

NEEDS



Respondent Needs	Evaluators	Problem Solvers	Story Tellers	Creatives
Warmth and Rapport			X	X
Structure / Agenda	X			
Interaction / Group Work			X	X
Fast Pace	X		X	
Think Time		X	X	X
Flexibility		X	X	X
Clear Directions	X		X	
Context / Big Picture		X		X
Sensory Involvement / Tangible	X		X	
Right / Wrong Answers	X		X	
Aesthetics of Materials			X	X
Personal Connection			X	X























ACTIVITIES BEST SUITED FOR EACH TYPE



Evaluators	Problem Solvers	Story Tellers	Creatives
Apply	Analyze	Connect	Associate
Carry Out	Brainstorm Causes	Empathize	Brainstorm Solutions / Ideas
Categorize	Classify	Encourage	Capture Gist (Headline)
Compile	Compare	Establish Rapport	Envision
Demonstrate	Contrast	Express Feelings	Generate
Describe Precisely	Critique	Facilitate Interaction	Imagine
Distinguish	Debate	Help / Guide	Interpret Meaning
Fix	Evaluate	Include	Read Subtle Cues in Body Language and Expression
Implement	Forecast	Make Peace	See the Big Picture
Know	Judge	Mitigate	Solve Inductively (by Creating New Solutions)
Manage	Plan	Paraphrase	Think Metaphorically
Monitor	Research	Offer Support	Visualize
Observe in Detail	Outline	Respond	Ideate
Orchestrate	Synthesize	Read People	
Report	Strategize	Share	
Sequence	Solve Deductively	Work in Groups	

IDEAL ROLES IN NEW PRODUCT DEVELOPMENT



<p>VOICE OF THE CUSTOMER / ESTABLISHING NEEDS STATES</p>		<p>The Storyteller</p>
<p>IDEATION OF NEW PRODUCTS</p>	 	<p>The Creative The Problem Solver</p>
<p>BUILDING CONCEPT STATEMENTS</p>	 	<p>The Storyteller The Creative</p>
<p>CONCEPT SCREENING</p>	  	<p>The Evaluator, The Problem Solver (narrow options) The Storyteller (for validating based on perceived need)</p>
<p>CONCEPT OPTIMIZATION</p>	 	<p>The Storyteller The Creative</p>
<p>NAMING / POSITIONING</p>	 	<p>The Storyteller The Creative</p>
<p>COMMUNICATIONS AND MESSAGE TESTING PACKAGING</p>	   	<p>The Creative, The Problem Solver (Ideation) The Evaluator, The Problem Solver, The Storyteller (evaluating concepts and scripts) The Storyteller, The Creative (evaluate final concepts)</p>
<p>PRODUCT TESTING</p>	   	<p>The Storyteller The Creative The Evaluator The Problem Solver</p>
<p>REPOSITIONING / RESTAGING BRAND EXTENSIONS</p>	 	<p>The Storyteller The Creative</p>



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To learn more about our proprietary screening tool, or to take it yourself, please contact:

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