

# Reprogramming your Research Mindset

5 skills of insights professionals of the future



Insights Professional of the Future

# Advice to Insights Professionals

1

## **Ask pointy questions, and fast**

Spend more time talking to users of research. Use storytelling and agile research techniques to build a good understanding of research users.

2

## **Add one specialty**

Learn a new something each year. Future proof your career by upskilling your skills and increasing your toolkit.

3

## **Be an automation winner**

Work towards making your job redundant, and fortify your career at the same time.

4

## **Become methodology agnostic**

Leverage your existing sources of customer data as a starting point, always.

5

## **Deliver agilely, act strategically**

Practice iterative, agile research to continuously generate insights over time. Learn and test along the way.

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The future is bright for researchers that can adapt to change, and new ways of problem-solving and learning. Automation of reporting and software is taking away a lot of the tedious tasks many experienced researchers had to master, so there is more scope for strategic thinking, strong analysis and excellent storytelling. Both finding the story in the data and

delivering it and communicating it in an impactful manner is a key skill to work on, along with being able to think about business problems and understanding how MR can help solve these in a blended qual/quant digital manner. If you can master these and are willing to work hard, the opportunities are endless.