

Market Discovery Lab

CUSTOMER TESTIMONIAL

“I learned that nothing good ever happens in the office. You have to get out and talk, not only to your customers but to the market as well.”

MEGHAN NESTA, PRODUCT MANAGER, AWEBER

AFTER TAKING PRAGMATIC TRAINING, you know how important it is to talk to your market.

But where do you start? How do you set up a NIHITO program at your organization? What questions do you ask? What questions *don't* you ask?

If you're looking to build a program to systematically and successfully gather customer and market data, then you need the Market Discovery Lab from Pragmatic Institute.

THE MARKET DISCOVERY LAB HAS IT ALL

The Market Discovery Lab is ideal for any team that really wants to understand their markets and set up a NIHITO/ market research program. Learn how to best define your research strategies and objectives. Practice your interviewing skills before jumping into a live interview with a real customer. Your team will then analyze your data and validate your insights so you can find the best ways to affect change within your organization.

This 1-day, intensive, hands-on workshop helps your team build a solid foundation for your own NIHITO program, and provides you with the tools you need to consistently have value conversations with your market.

LEARN BY DOING

Our expert facilitator will walk you through the nitty-gritty of building a market discovery program, breaking the discussion into eight sections:

- ▶ **Define Research Objectives.** Identify the goals for your NIHITO conversations.
- ▶ **Set Research Topics.** Prioritize your topics to focus your interviews.
- ▶ **Build a Target Profile.** Understand who you're talking to and ensure you're communicating with the right mix of people.
- ▶ **Plan Interview Questions.** Determine what makes a good and bad interview question.
- ▶ **Interview Your Targets.** Practice and perform real interviews to better understand the market.
- ▶ **Analyze the Data.** Identify themes and key points from your interviews, and distill their importance.
- ▶ **Validate Your Insights.** Learn effective validation techniques to prove your hypotheses against the entire market.
- ▶ **Share Your Results.** Determine who needs to read the results of your interviews, and how you'll share it.

WHO SHOULD ATTEND

This workshop is perfect for anyone looking to set up their own NIHITO program and should include those individuals who will be performing the research and the sponsors. Maximum of 12 attendees.

This lab expands on ideas taught in *Foundations*.

WHY PRAGMATIC LABS?

We believe that some of the best learning happens while doing. With our industry-trusted facilitators and proven methodology, you'll get the outcomes you need while your team gains repeatable skills that matter. And it's all delivered with a lean-in approach that encourages total participation. Expand on the skills you learned in your Pragmatic courses and implement them into your organization.