Backward Market Research

Start with the **Decision**, Not the Data

Define the Decision

What decision are you trying to make?

Examples: Launching a program? Expanding geographically? Creating a social enterprise? Investing in technology?

01

02

Identify What Data You Really Need

Separate:

- Need-to-know
- Nice-to-know

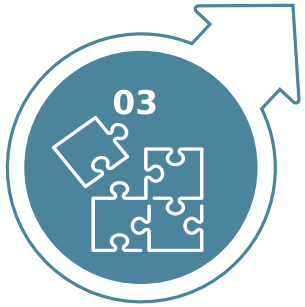
Focus only on information that will influence the decision.

Gather Existing Information

Conduct secondary research via:

- Government reports
- AI-assisted research
- Existing studies
- Databases
- Program evaluations

03



04

Fill the Gaps

Conduct primary research via:

- Interviews
- Surveys
- Focus groups
- Observation
- Community listening sessions

Make the Decision

- Triangulate findings to make go/no-go decision
- Identify risks

05

@socialtrendspot @suzannesmithmba
www.socialimpactarchitects.com
www.meetsuzanne.com
© Social Impact Architects / Suzanne Smith

SOCIAL TRENDSPOTTER Latest Trends In The Social Sector

SOCIAL IMPACT ARCHITECTS