



## THE ISSUES WITH CONVENTIONAL RESEARCH

There are some real problems with conventional research: a) it is inherently limited b) it is often misused, even abused.

Conventional research is often used because the process is addictive, because it delivers a political solution.

Conventional research is blindly committed to asking people what they want. Conventional users of research accept this, yet complain that research does not deliver insights, does not deliver a view of the future.

Conventional research fails to tell us what consumers want because 90% of the time they do not know what they want today or tomorrow. They cannot even reliably tell us what they wanted yesterday and how they satisfied that need.

Conventional research believes that the “voice speaks what the mind thinks”, and that what the “tongue wants the mind knows”. There is overwhelming evidence that people cannot express what is going on in their minds beyond the obvious, and do not have access to ‘the why’ behind what they say they think or do. We know that the very act of asking consumers to explain a decision, changes that decision. From a sensory perspective we know people cannot explain what they experience, much less what they want.

It is a mistake to accept without question the linear idea that we have needs (that are internally understood), which are then met by rational pre-determined actions (which can be explained in detail). Most of the time we act, then we think. Our behaviours create our attitudes.

We believe in addiction. We believe you should be addicted to new, fresh and actionable insights derived from systematic observation and measurement.

Let's not forget that the little emotions are the great captains of our lives and we obey them without realizing it. Vincent Van Gogh