



DATASHEET

# INTERVIEWING FOR INNOVATION

**Teach your people how to change the world with you. Our expert research team use years of experience to teach and coach your team how to plan, run, and analyse online research interviews to a professional standard, so you can uncover what your customers want and need, all at lightning speed.**

**‘Interviewing for Innovation’ blends online learning sessions with practical exercises, personal feedback, and online support. Each member of your team will carry out a series of online research interviews under the supervision of our experts. It’s a super-effective format – your fellow marketers have given it a 4.7 Trustpilot rating and excellent reviews.**

At the end of this training, your team will be able to understand your customers’ pain points, pre-empt crises, and uncover hidden growth opportunities. Always working in an inclusive and equitable way. Together, we move people from awkward silence to empowered innovators.

Want to develop your team’s skills and confidence? We can help. Want to retain team-mates? Former students have told us how Interviewing for Innovation has reignited their love for research and helped them overcome their fears.



## **THROUGH OUR SUPPORTIVE AND INTERACTIVE COACHING AND TEACHING YOU’LL LEARN TO:**

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| <b>1</b><br>Develop interview guides for deeper insights.                                    | <b>2</b><br>Understand how to conduct powerful interviews without bias.  | <b>3</b><br>Identify and decode the gap between what customers say and how they behave.                 |
| <b>4</b><br>Eliminate time-wasting by learning to select the best technology for interviews. | <b>5</b><br>Frame ‘great’ interview questions that keep your projects on track and help you identify innovation opportunities. | <b>6</b><br>Analyse your data and turn it into valuable insights while anticipating possible critiques. |
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**Ideal group size (blending group learning and 121 support):**  
7 - 10 people

**All sessions run online (Zoom, WebEx etc):**  
Times will work for the UK, EU, USA, and Asia. You’ll have access to email and video conference support throughout from Outrageous.

# EXAMPLE CURRICULUM & TIME COMMITMENT

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## Week 1

### Learn to plan like an insight researcher

#### SESSION 1

Introduction to the course and an overview of the innovation challenge we'll be tackling during the live research exercise in week 3. Learn how to make your research more inclusive and equitable (2 hours).

#### SESSION 2

Learn to plan like a researcher. We'll reveal the best technology for interviews, participant recruitment, and safeguarding (2 hours).

#### HOMEWORK

Develop your own research plan and share it with the Outrageous team. Start recruiting your research interview participants ready for week 3.

## Week 2

### Building great interview guides

#### SESSION 3

You'll learn how to develop incisive interview questions and effective hypotheses. You'll also gain a deeper understanding of your own biases. By the end of this session, you'll have a robust interview guide ready to use on your participants in week 3. (2 hours).

#### HOMEWORK

Finish recruiting participants for the upcoming interview sessions.

## Week 3

### Interviewing real people

You'll run 3 x 5 minute interviews with the participants you recruited.

## Week 4

### Turning interviews into insights

#### SESSION 4

You'll get live, group feedback on your interviews in a format that is stretching and supportive.

#### SESSION 5

Learn how to analyse your data and turn it into valuable insights. We'll also show you how to handle objections when 'selling in' your findings (2 hours).

#### SESSION 6

Live, group feedback on your analysis slides. Showing you how to turn data into actionable insight.

#### HOMEWORK

Create 2 x slides of analysis based on your interviews, ready for feedback.

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## INVESTMENT

Ideal group size: 7 - 10 people

**£1,800**

per person + VAT (UK)

**\$2,200**

per person (USD)