IP BEST PRACTICES

Streetegy

A best practice shared by InspiringPeople.

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Streetegy

Sending your own team out to do the research — literally onto the street — puts ownership of strategy back in their hands.

Key steps

Strategy is usually built on research done by someone else. Streetegy hands that research back to your own people: take the team out to a crowded shopping mall to test assumptions, ask open questions, or try new products directly on real customers.

Define together what needs researching, then go out and find the answers directly — the same approach works just as well internally, in a busy canteen or over good coffee and cake.

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