

MMRG – How we think and work

Having developed and refined our thinking over the past 35 years, we have a clear concept of what defines high quality stakeholder research.

You may be used to stakeholder research consultancies who:

- Have a fixed approach that they apply to every problem.
- Take a brief and then return twelve weeks later with a spreadsheet of names.
- Use a database of key people that they dip into – whatever the request or problem.
- Tell clients that success is all about identifying the pyramid of influence, and that once you know who the KOLs are, things will only get better.

At MMRG we:

- Work closely with you to tailor a solution that fits your specific needs.
- Collaborate with you throughout a research project to share our findings and fine-tune our approach.
- Maintain a toolbox of research methods that we can call upon to suit diverse requirements.
- Deliver research results in any way that suits you. This could be via a traditional spreadsheet that you import into your CRM system, or through our interactive application or online platform, accessible on smart devices. We know that in a world where market conditions are constantly evolving, adaptability is essential.
- Believe that wherever you are, and whenever you need it, stakeholder information needs to be easy to access, easy to use and easy to interpret.

Finally, we believe that data only becomes intelligence if it's used and understood.

To be sure you're talking to the right people, talk to the right people

OUR THINKING

2018

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