

GLOBAL INSIGHTS

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GRBN NEWS



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GRBN News

NOMINATE A GLOBAL RESEARCH HERO

- Help us tell their stories and inspire other heroes to **create a better world**.
- Everyday people and companies in the market research industry are donating their time and other resources to help tackle the challenges our world is facing: the environment, poverty, education, health, justice. We call these people and companies Global Research Heroes. GRBN has launched a global initiative to celebrate their achievements.
- If you know a Global Research Hero, **why not nominate them today?**



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Introducing Global Research Heroes

Meet the people in our sector creating positive change in the world

We are excited to launch a new GRBN initiative to celebrate the people and companies, who are freely giving up their time and other resources to help tackle the challenges our world is facing: the environment, education, poverty, health, justice.

You can read the hero stories as we publish them [here](#), or follow us on [LinkedIn](#) or [Twitter](#), where we will also be sharing these good news stories.

Do you know a person, a group of individuals or a company, working in our sector, who is helping create a better world through pro bono work? Or maybe you are? If so, please nominate them / yourselves and help us tell their/your story and inspire others to action. [You can make a nomination here.](#)

BUY THE GRBN BUILDING BUSINESS IMPACT HANDBOOK
OR ACCESS THE EXECUTIVE SUMMARY FOR FREE



Opening the conversation: Mental Wellbeing in Market Research

**The Opinium Workplace Mental
Wellbeing team**

What was the issue?

Workplace mental wellbeing has long been a taboo subject and ignored by employers and employees alike. While recent years has seen some improvement, there has been no simple yet academically robust measure and tool to assess workplace mental wellbeing and provide actionable and strategic insights to help businesses accelerate change.

[Read what was achieved and how here](#)

**GLOBAL RESEARCH HEROES ARE CREATING A BETTER WORLD
NOMINATE A HERO YOU KNOW TODAY**

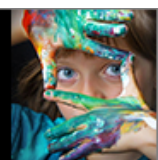
GRBN News



Are Insights functions ready for the next decade?

**The short answer is most are not, and
I'll tell you why**

As 2020 is just around the corner, I'm asked more and more whether Insights functions are fit for the demands of the next decade. My answer is that unfortunately most are not. In fact, many are facing budget cuts as they are simultaneously being asked to do more and more. Fortunately, some Insights functions are ready and are being given the extra resources to be fit for the 2020's. Why is this?... [Read more](#)



Featured Guest



Organizing the CI Function for Maximum Business Impact

Jackie Chan

Head of Decision Insights Group,
Prudential

*"As Insights professionals, part of our job is to spot and understand changes in the macro environment. When we see early signals of the external world changing with implications for our company's strategy, we must ask ourselves, as Insights leaders, **what role do we want to have in shaping the future of the company?**"*

What impact do we want the Insights function to have? Is the team ready to play that role and is it set up to have optimal impact to drive company growth? Our answer to this should inform the (potentially evolving) mission of the insights function and subsequently, the team's strategy for delivering on its mission.... [Read more](#)

How do you demonstrate the ROI of insights?

Featured Guest



Review of the GRBN Building Business Impact Handbook

By Simon Chadwick, [Cambiar Consulting](#)

*"If there is just one book that an incoming corporate Head of Insights absolutely needs to read, it is the **Building Business Impact Handbook**. Come to think of it, any Head of Insights should read it. Because this is not just a handbook or a manual. It is a bible that shows exactly how to increase the business impact of an insights function on an organization – and, in doing so, increase its own resources and budget..." [Read more](#)*



Welcome to the newly designed ARIA website

We hope you visit often, share your perspectives with other ARIA members and become involved in advancing the business of research and insights throughout the Americas... [Read more](#)

Featured Events



IleX ASIA PACIFIC: THE FUTURE OF MARKET RESEARCH

Bangkok, Thailand, December 4-5

[Use this link to save 40% on the standard registration fee](#)

A UNIQUE COLLABORATIVE
EXCHANGE FOR MR
COMPANY CEOS, OWNERS
AND PRESIDENTS

The Insights Associations 2020 CEO SUMMIT

Miami, Florida, USA, January 20-22

[Find out more and register](#)

**VISIT THE GRBN GLOBAL EVENTS CALENDAR
AND DISCOVER MORE UPCOMING EVENTS**



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