

CAMBIAR MANAGEMENT CONTRACT

We help you design, build support for, and implement a formal agreement that will enhance the strategic relevance and business impact of research.

As part of its mission to make researchers true business partners, Cambiar has developed an agreement with senior management (C-level) about how Research will operate and engage:



Mission must tie to driving business impact, with a Vision of being woven into the strategic tapestry and a Culture that embraces disruptive thinkers and experimentation.

Deliverables must describe clearly what success looks like; the Research role for major strategic issues; the C-suite deliverable; and the clients and functions that Research will guide.

Involvement & Voice: When is Research brought in? How can it ensure having an objective voice, with middle management and C-suite?

Structure & Talent must be aligned with deliverables, with funding for talent and for staff development.

Budget Process must ensure involvement and funding for key strategic issues, and an operating agreement with the procurement function.

Measurement must be tied to deliverables and include feedback from senior management, with rewards tied to deliverables.

Most Research Departments have only an implicit or fuzzy agreement with management about how they will operate and engage with the business. We help you design, build support for, and implement a formal agreement that will enhance the strategic relevance and business impact of research. We partner with you to work through the thorny issues.

Cambiar assists market research agencies and corporate research departments who seek to thrive in a changing, challenging world. For more information, visit us at www.consultcambiar.com.

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