

“Patron Insight really helped us get to the heart of the matter, by finding out what key people in our district were thinking.”

Dr. Marsha Chappelow
Superintendent
Ladue (Mo) School District

Thought Leader Research

Every community has leaders whose advice is sought, whose actions are followed, and whose words matter.

When you need to know what they're thinking – but you're not certain you'd get the whole story – Patron Insight can help.

Our Thought Leader Research is a confidential, structured conversation with a list of people you select. All you need to do is let each person on the list know we'll be contacting them (and why), and we'll take it from there.

Test ideas, check rumors, find out goals and concerns – no topic is off-base. You'll get a report showing you, in detail, what the key leaders in your community are thinking.

It's the best way to find out what you really need to know, from the people who are in the know.

PATRON
INSIGHT 

What do you need to know?





Thought Leader Research

The Process

- An on-site planning meeting to identify what you need to know.
- Creation of a draft discussion guide, and as many revisions as necessary to get it just right.
- Preparation of a script that you can use to alert those on your target list of the interview, and to seek their participation.
- Confidential, one-on-one interviews with all those on your target list who consent to participate. (Interviews can be in person, or on the phone.)
- Preparation and in-person presentation of a comprehensive report of findings, along with recommendations for next steps.

The Fees

The fee varies, and is based on the number of interviews, the location (phone or in-person) and the complexity of the subject matter. Please call for fee information for your specific needs.

The Results

Clients who have relied on Patron Insight to gather sensitive information from thought leaders in their community have found the data to be very helpful in their planning processes.

References

Please tell us what you need to know through your research, and we'll connect you with references that are contemporaries in terms of district size, region, and information need.



What do you need to know?