

Advanced Strategy Lab®

The Research Tool for Advancing Your Understanding

Harris Interactive's Advanced Strategy Lab® (ASL®) is a dynamic qualitative research process that creates a personal setting, yet maximizes the power of technology to expedite research results. ASL can be conducted over the web or in a structured, in-person lab setting. With remarkable versatility, depth and timeliness, this methodology not only explores a problem, but also helps in designing an implementation plan to move toward solutions. In this sense, it is a "total process" research tool and a rich, efficient resource for strategic guidance.



The Tool

Advanced Strategy Lab is a LAN-based mobile computer lab featuring GroupSystems software to facilitate participatory group discussion and brainstorming sessions. Sessions are designed in accordance with project objectives and moderated by one or more research professionals with extensive experience in both the software technology and opinion research techniques.

The Process

In ASL sessions, the facilitator leads participants through "online" research questions and applications which are customized for each project. All responses are anonymous to ensure confidentiality and free thinking within a guided format.

The session may include a range of electronic activities such as:

- Brainstorming
- Idea Categorization
- Idea Prioritization
- Voting
- Survey Questions
- Topic Commentary
- Evaluating Alternative Implementation Steps

With its simultaneous, real-time electronic format, participants become engaged in an energizing research exercise. As participants begin to identify with the process and objectives, the value of their ideas increase as well as their buy-in to the conclusions reached by the group. In addition, the ASL session is a blend of the review of the responses, along with very active dialogue and discussion led by the ASL facilitator.

Advanced Strategy Lab is an ideal tool for inquiry into:

- Process Evaluation
- Team Performance
- Structured Problem Solving
- Creative Idea Generation
- Action Plan Development
- Alternative Analysis
- Message and Concept Testing
- Communications Strategy Design and Evaluation

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Participants

Even though ASL uses state-of-the-art computer technology, it is a user-friendly system with full technical support to ensure the process goes smoothly. Essentially, anyone who has ever typed anything on a keyboard can participate meaningfully in an Advanced Strategy Lab session. Participants are also screened for relevant demographic or behavioral information comparable to any traditional research methodology. A typical ASL session, whether in person or online, would be conducted with 15 to 25 participants. In larger in-person settings, such as a conference, participants can share laptops to work in small groups and increase the number of participants to 100 to 200.

Results

Advanced Strategy Lab's high-tech format records and tabulates data as a session proceeds. This means immediate turnaround: survey results are available seconds after respondents complete a question, and full verbatim reports are available just hours after a session. Because Advanced Strategy Lab involves a total participatory process, it yields:

- Minimal bias, as one or two dominant personalities cannot dictate the direction of the entire session
- More ideas, as participants interact simultaneously rather than waiting for their turn to speak
- Better ideas, as participants become completely engaged in the research process
- Accelerated data collection, moving at the pace of participants' minds
- Intensified focus, due to the structure of a customized engaging electronic format
- Collaborative idea generation, as people build on others' input and experiences
- Original word lexicon based on verbatim input, and
- Broader idea explorations as concepts do not get left on the table; they are integrated into the total research process.

Advantages of ASL include:

- Personal Approach
- Facilitator-Led Session
- Convenience of Online Reach
- Minimal Bias
- More and Better Ideas
- Accelerated Data Collection
- Collaborative Idea Generation

How ASL is Delivered:

- At your location via our mobile lab (laptops and network). We can ship our lab to any location in the country for in-person sessions
- At our Advanced Strategy Center in Scottsdale, Arizona
- Via the Internet in a browser-based interface that allows for worldwide participation

Contact Us

For more information about ASL or custom research at Harris Interactive, please call **877.919.4765** or email info@harrisinteractive.com

AHEAD OF WHAT'S NEXT.

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