

ALWAYS REMEMBER CULTURE IS KING

The boom of social networking, and other online conversations, created a huge opportunity for market research to move to engaging consumers in ongoing conversations, rather than just point in time surveys. Latitude Insights is widely regarded as a thought leader in online communities and mobile research, and mixes methods and leverages technology to get closer to customers and build a complete picture.

“Becoming comfortable with the unknown was the most challenging part of starting up the business. Success comes with calculated risk and experimentation is a key point of difference. The challenge as the company gets bigger is not to lose this edge, not to lose the ability to change quickly, be agile and challenge the status quo.

“Rapid growth gives rise to problems in adjusting resources. The challenge for us was not to lose our best people through the growth phase as we adjusted our resources. New people create new dynamics and existing team members may feel unsettled by the rapid changes. What we did was engage a psychological coach to undertake individual consults with established team members to understand how they were coping and uncover any potential issues that needed to be addressed. Internal communication is key during this time.

“Always remember culture is king. Keep the heart of the business beating with a dynamic culture and the rest falls into place. From things such as an office dog who makes everyone smile, to Friday lunches and weekly company training sessions, our culture is lived and breathed everyday in what we do and how we do it. The team is the most important thing to our business and without a strong culture the business could not thrive.”

Dianne Gardiner, Latitude Insights