

Tribe Research

The weekend
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brought to you by

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Introduction

Thank you for choosing the Tribal Tool-Kit ActionMap. This report will help you to be clear-headed about the direction of your business through understanding the views of one of your tribal groups [clients, customers, staff suppliers or other contacts].

Your whole tribe consists of all the people who have a stake in your business. To continue improving your understanding of your tribe, you can conduct the Tribal Tool-Kit ActionMap with other tribal groups. We also recommend that you conduct the ActionMap on an annual basis so you can continually update your understanding of your tribe's views - they don't stay static.

Your ActionMap will only show you overall views of those who participated. If there are segments in your tribe and you want to understand their different perspectives, consider next time doing separate ActionMaps for each segment. Keep in mind that the results only represent those who participated, so increasing the response rate improves the accuracy of your results.

Interpreting your Tribal Tool-Kit ActionMap Report

The table on the following page [p4] are the aspects of your business that you asked your tribal group to rate on importance and satisfaction, in the ActionMap survey.

For each surveyed aspect of your business, the percentage of your tribal group who gave low ratings [1 or 2 out of 7] and high ratings [rated 6 or 7 out of 7] for importance and satisfaction is provided. The middle ratings [3, 4 or 5 out of 7] are considered to be neutral.

These percentages show the proportions of your tribal group that are in the extremes of view. It is important to understand the extreme views as well as the relative ratings that are shown in the ActionMap.

The ActionMap shows you the relative importance and satisfaction of your tribal group's views. While the overall views of your tribal group may be biased towards lower or higher ratings, it is the relative results of the aspects that are important for marketing and business planning, and this is what the ActionMap shows you.

The ActionMap for all participants shows the overall views of all those who participated in the survey. Segments within your tribal group (eg: males versus females) may differ in their opinions. Understanding these differences is the benefit of undertaking a few separate ActionMaps.

Remember that these views don't stay static. There are several reasons for this:

- 1** Expectations of your tribe will continuously increase, and you need to adapt to meet these rising expectations.
- 2** Your competitors will advertise their unique selling points, which will increase and/or change the expectations of your tribe.
- 3** Changes within your business will cause changes in the views of your tribe.
- 4** Changes in your market and related markets will change the views of your tribe.
- 5** Changes in the wider social, economic, technological, and political environment will change the views of your tribe.
- 6** Taking action to increase the participation in your ActionMap will give you an understanding of a greater proportion of your tribe, and this could change the landscape of your ActionMap.

Your tribal group's reporting for high and low Importance and Satisfaction.

Your business aspects	Importance		Satisfaction	
	% Low	% High	% Low	% High
Partying	40	40	0	40
Relaxing	20	20	0	40
Family time	20	20	20	20
Catching up on the to-do list	0	20	0	60
Sleeping	20	20	0	40

Interpreting the Tribal Tool-Kit ActionMap

<p>You Must Improve</p>	<p>Business aspects appearing in this category are those of highest importance and lowest satisfaction for your tribal group. This indicates you must improve these aspects of your business or your tribal group is likely to start looking to your competitors to satisfy their needs.</p>
<p>Need To Improve</p>	<p>Business aspects appearing in this category are those of high importance but only moderate satisfaction, or moderate importance and low satisfaction. You need to improve these aspects of your business so they can move towards the 'Send To Marketing' category.</p>
<p>Lower Your Focus</p>	<p>Business aspects appearing in this category are of low importance to your tribal group, but they are not highly satisfied. You should lower your focus on these as they are not key factors for your tribal group, but they should be monitored to ensure that if they become more important you can address the source of their low satisfaction before it becomes a problem.</p>
<p>Improve And Educate The Benefit</p>	<p>Business aspects appearing in this category are of moderate importance and moderate satisfaction. Your tribal group are fairly ambivalent about these aspects, but if you improve them and educate them about the benefits, you will increase their happiness and loyalty.</p>
<p>Stop Your Focus</p>	<p>Business aspects appearing in this category are rated by your tribal group as having low importance but they are highly satisfied with these aspects as they are. These are aspects of your business that your tribe are satisfied with but don't really care about, so if they are part of your marketing you may be wasting valuable space and effort on them. Therefore you should stop your focus on them.</p>
<p>Educate The Benefit</p>	<p>Business aspects appearing in this category are those where your tribal group are highly satisfied, but the aspects are of only moderate importance. Improving your tribal group's understanding of these by educating them about the benefits will move these aspects to become unique selling points of your business, and increase the perceived value of your business.</p>
<p>Send To Marketing</p>	<p>Business aspects appearing in this category are those that your tribal group rated as being highly important, and they are highly satisfied with these aspects. These are the Key Aspects [unique selling points] of your business. Ensure these aspects are the focus of your marketing strategy.</p>



Key

- 1 Partying
- 2 Relaxing
- 3 Family time
- 4 Catching up on the to-do list
- 5 Sleeping

Immediate Actions to take [next month]

- 1 Thank your tribal group for participating in the ActionMap. This will acknowledge their time and will increase their desire to participate in your research in the future.**
- 2 Check that your marketing material focuses on aspects that are in the 'send to marketing' box.**
- 3 Get your team together and review the aspects in the 'you must improve' box and decide on the actions you are going to take so that these aspects have moved to a better position next time you do the ActionMap.**

Short-term Actions [next 2-4 months]

- 1 Tell your tribal group about the actions you have decided to take as a result of doing the ActionMap.**
- 2 Look at all the aspects of your business where you need to improve and plan a strategy for doing this.**
- 3 Analyse your communication strategy and evaluate how you can better communicate about those aspects in the 'educate the benefit' boxes. If you don't have a communication strategy, start developing ways to do this: your own newsletter, public relations, online communities, or contributing to existing publications.**

Mid-term Actions [next 5-9 months]

- 1 Ask a different tribal group to complete the ActionMap so you can compare different perspectives of your business**
- 2 Implement the improvement and education strategies that you developed in the Short-term Action period.**

Longer-term Actions [Next 10-12 months]

- 1 Do the ActionMap with the same tribal group again, to measure the effect of the changes you have made.**
- 2 Improve the depth of your knowledge by doing separate ActionMaps so you can compare the views of different segments within your tribe.**
- 3 When repeating the ActionMap ensure you include some of the aspects from the previous one, so you can compare changes over time. You can also add new aspects of your business.**
- 4 When comparing ActionMaps over time, review changes to the scale [numbers at the corner of the grid.]**
- 5 Improve the response rate by changing the text of your invitation or the incentive to participate. For ideas on improving response rates see, Tribe Research's website: <http://www.knowyourtribe.com.au/resources/blog/>**

The ActionMap is based on the relative rating of importance and satisfaction. To translate this, the scale is stretched so that the minimum and maximum averages (+/- 0.02) are the end points of the scale, not 1 and 7, and are reported on the ActionMap. Consider these when interpreting the results.