

Market Research Template

Who exactly are we talking to?

What kind of people are we talking to?

- Men or Women?

Both

- Approximate Age range?

Youngish teachers.

Like 20s-30s

- Occupation?

Staff members in schools or colleges

- Income level?

Low

- Geographical location?

Hybrid

Painful Current State

- What are they afraid of?

- Low employee morale and struggling with high employee turnover
- Losing talent, capital(MONEY, as more people taking more days off) and reputation
- Anxiety and uncertainty and loss affecting everyone for the last 20 months

- The support they get, is not specific. No such thing as one size fits all, when addressing mental health issues workplaces are made up of diverse communities
- Afraid to speak to their employers, rather speak to family (who won't be able to do much)
- When speaking about mental health, not confidential and afraid of getting laughed at

- What are they angry about? Who are they angry at?

- Frustrated with the limited day light hours and no Christmas celebration to look forward to
- Not having enough time to pursue and find out their own hobbies, or spend time with family
- Employees not being open with them, so can't help with their problems

- What are their top daily frustrations?

- Being in a heavy work environment, unhealthy and weak community at work
- Not being able to have effective communications, and just social interactions are limited
- Your workers are treated as strangers instead of people you can engage with and trust
- Constant conflict and negative behaviour

- What are they embarrassed about?

- Unhappy employees = unhappy clients
- When students' parents are unhappy with the way they've been learning (cause of teacher absences) which
- Students' grades are low which affects the reputation of the school (not being able to provide high quality education to give students high grades)

- How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems?

- They feel shy and embarrassed that they need to go online, reach out to strangers to help their own employees when it should be their job
- Look like a lazy leader who cannot be bothered to deal with it themselves, instead going to other people

- If they were to describe their problems and frustrations to a friend over dinner, what would they say?

- “I don't understand what's wrong with them. I am not a mind reader, I want to help them but how. They are not open to talk about anything”
- “They are like a time bomb. Whenever someone joins, they are just eroded away until they are burnt out and just leave. I mean I'm not that scary.”
- “No teacher wants to leave an impression or footprint to the school. They just do their bit and leave. The kids have no time to bond with the teacher, how the hell are they going to achieve the top grades in the street never mind the district. Why would anyone come to our school? Just treated as a place to dump these kids for 8 hours, instead of an environment where they can learn and grow and having the essential experiences you need in the real world”

Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?

- Having a sense of purpose

- Support employees to do their work better, to generate trust, respect, empathy and cooperation
- Able to speak openly in a safe and nonjudgmental environment
- Employees are satisfied with where they are in life, and can talk to them as friends and not as a robot which does their job and leaves

- Who do they want to impress?

- They want to impress their employees, to motivate them to stay and be happy so they can be more productive
- This in turn effects on lookers (clients, children) so they can have a happier experience and increase reputation and money
- Want to impress competitor schools, and by having the armour and weapons to compete with them

- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?

- Not feel like they are just chasing a pay check
- Feel like they reduce procrastination and stress levels, and increase productivity
- Feel heard, understood and valued (no matter their background)

- If they were to describe their dreams and desires to a friend over dinner, what would they say?

- “I want my employees to trust me in improving their lives, in and out of work”
- “I want to be their friends, not their master”
- “I want to really put this school on the map, i want students to enjoy socialising with the teachers i want them to not leave the school because they enjoy it”

Values and Beliefs

- What do they currently believe is true about themselves and the problems they face?

If they don't fix it, company will just be like a recycling bin (out with the old in with the new) damaging their reputation and can permanently deface their school, losing money

- Who do they blame for their current problems and frustrations?

Employees a bit, because most are not comfortable to talk about it so can't fix it directly. But they still face the negative impacts

- Have they tried to solve the problem before and failed? Why do they think they failed in the past?

They had counsels and talks, but none of that is specific. There is no one size fits all, and they advise they are getting is just generic and not specific to their situation. They don't just want to be here, they want to be given the path in the right direction

- How do they evaluate and decide if a solution is going to work or not?

The thing is it can be very hard to see if their solution has worked, as how do you tell how well your employees mental health being is?

But less absences, more capital, and just a visual boost in moral

- What figures or brands in the space do they respect and why?

- What character traits do they value in themselves and others?

Their employees look up to them, look to them for support and should be an inspiration and motivator

They are respected by their employees and employees want to be like them

- What character traits do they despise in themselves and others?

Employees not telling them the problems they face; they are not mind readers how can they fix a problem they don't know about?

In themselves: Not being active on this part of the business, mental health. And not having the skills to effectively tackle it themselves

- What trends in the market are they aware of? What do they think about these trends?

Covid, cost of living, climate change, wars. The employees are not vulnerable to these, which can cause stress, anxiety and just negatively impact their mental health

Who are you talking to

Where are they now, emotionally, mentally, physically

They are stressed right now. Their head is all over the place and they simply just don't know what to do. They need something perfect for them. They feel physically weak as they feel helpless and think they can't do anything

What actions/objectives I want to achieve with them

I want them to fully read this email so that they trust me and know what im offering will exatly align iwth what they need. And if they dont know they need that, help them see it

Then become a retainer for my client or willing to pay my client to come and give her services

What steps do they need to follow to achieve it

They need to read the full email, and subscribe to the newsletter

Roadblock

The current stuff they do(consulting counsels, or therapists or someone to do general talks or one-to-one sessions) to tackle mental health is not specific at all

Solution

An experienced physiatrist will come to personally do an assessment to make her services totally specific for that company

Roadblock

Employee morale low (due to mental health) but can't talk to them about it as they are not open to talk

Solution

They would be more open to a trained professional, as they trust them more as they do this day in day out and will not hold anything against them. Are free to speak they mind

