

## Strategic Learning Session

- An interactive session designed to support co-creation among key stakeholders to meet strategic or research objectives •

### Strategy/Planning

- Project planning capability to develop high level strategies/implementation plans
  - Solicits open dialogue on a series of key issues/themes
  - Ability to get immediate and confidential feedback on session topics from participants
  - Ability to moderate/facilitate small group break-out sessions for deeper brainstorming on key themes and opportunities

### Research

- Electronic survey capability for perception surveys/concept testing
  - Virtual real-time “back-room”
- Useful for sensitive topics that do not generate open feedback in traditional settings
  - Ability to host virtual focus groups with geographically diverse respondents

### The Experience



Anonymous

candid responses/reactions • honest dialogue, less constrained by social conventions • useful for sensitive respondent types and topics



Real-Time

virtual real-time “back-room” • ability to electronically categorize and prioritize key ideas/themes on the fly



Co-Creative

developed by a team of KJT Group consulting and research experts • in collaboration with key stakeholders



Digital Format

electronic survey capability • ability to host virtual focus groups • better control of group dynamics

### Contact Us

If you are interested in more information about our offerings or specific capabilities we are happy to provide additional material.

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