

When your Subject Doesn't Want to be Researched

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When your Subject Doesn't Want to be Researched

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When your Subject Doesn't Want to be Researched

- My research projects are all of this description
- Researcher of last resort
- “....there must be something somewhere”
- “....have you looked everywhere ?”
- Full report on where searched
- Need to have research structure

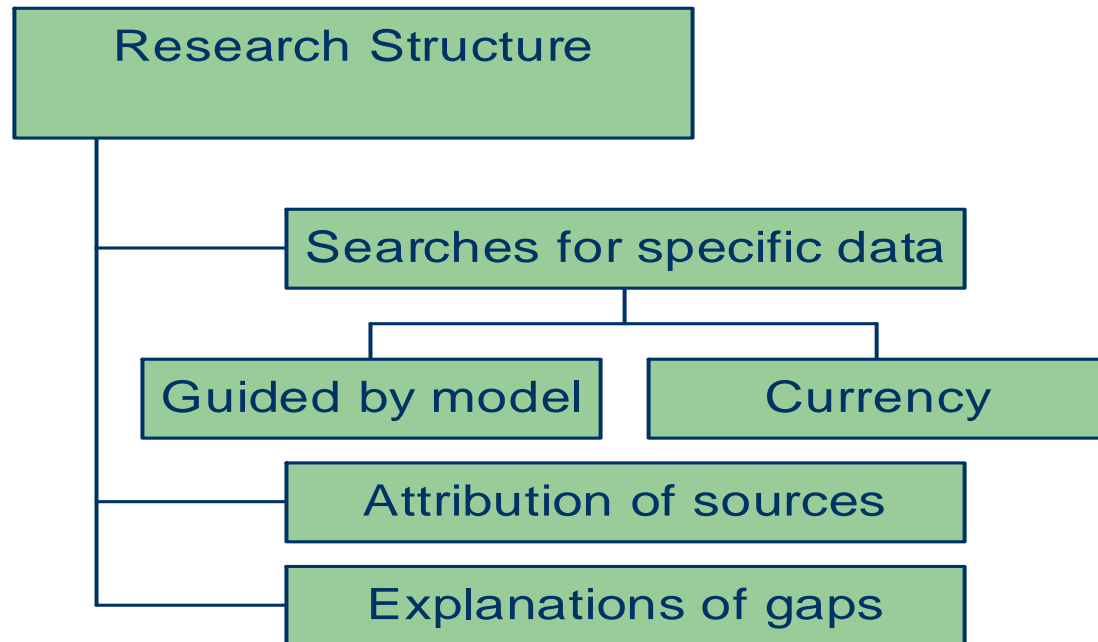
When your Subject Doesn't Want to be Researched

Developed models.....

- Clients come with high expectations
- Had to be pragmatic
- Wanted to see research had been done, even though results incomplete
- Also called dossiers, templates, structures; even recipe books
 - Use an appropriate name
- Be flexible...adapt if necessary

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Research Models



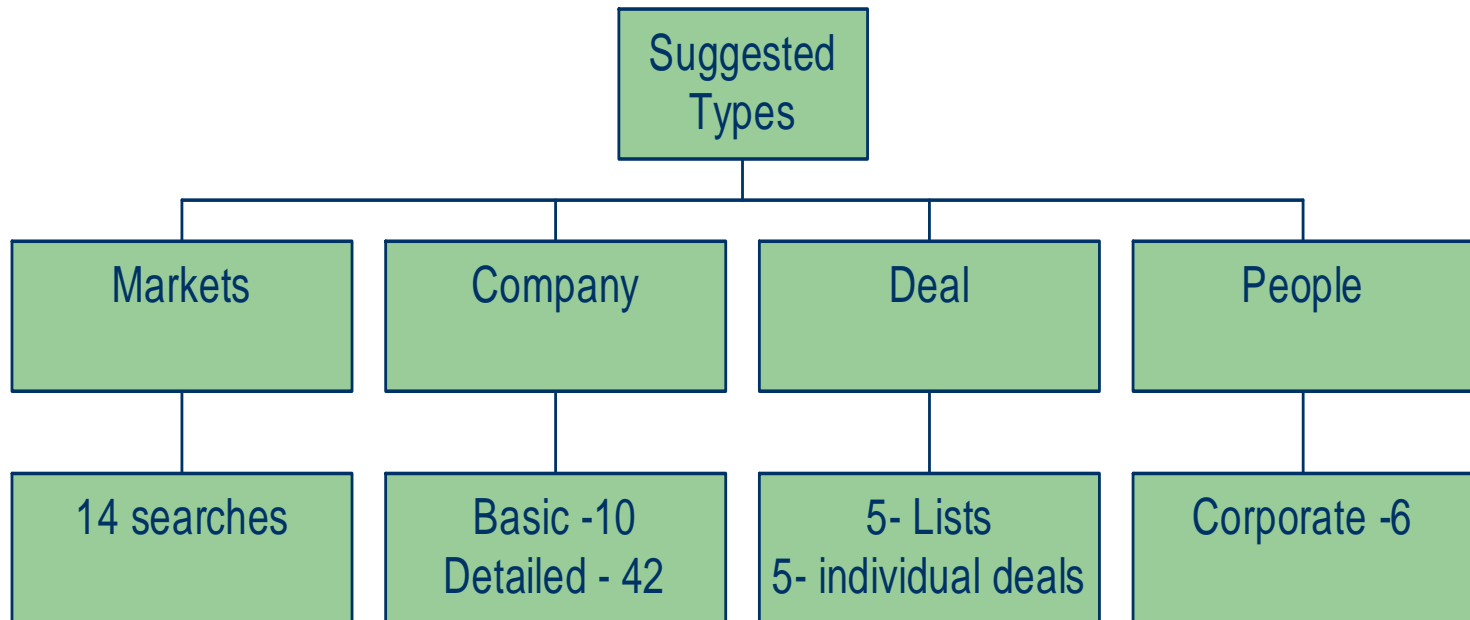
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Business information Conundrums

- Sub, sub sectors that are completely obscure & new sectors
- The most private of private companies
- Deals with no references, except that they happened
- Management, not the Board of companies

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Research Models



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Obscure sub, sub sectors

- B2b, difficult to understand
- Classification schemes for clarity
 - Give correct syntax, phrases, to use in unstructured searches
 - Position in industry; other clues to direct searching
- Results often are unconnected “snippets”
- Use model to make sense and display complete search route

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Companies

- Private companies
 - Incorporated or not
 - What has been filed
 - Shareholders rarely disclosed
 - Limited financial information
 - Corporate people- only officers
 - Activities; can (and should) be most detailed part of research

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Models are most detailed for Companies

Four main areas research

1. Legal & Regulatory; Filings
2. Investment & Borrowing; follow the money
3. What they do; B2B within sector
4. What they tell the general public.... all news..

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Sample Model

Deal lists

1. Companies involved
2. If subsidiaries identify who holding companies are
3. Amounts involved in purchase if disclosed
4. Sectors
5. Brief descriptions of transactions

The lists can be ranked and listed to client requirements

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Sample Model

Detailed data on individual deals

For a limited number of deals identified:

1. Company, sector information on bidder and target
2. News search
3. Corporate People search
4. Reasons for choosing comparable deals
5. Any relevant sector research

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Corporate People

- For each designated director, manager or specific named staff member
 - areas of specific competence
 - educational qualifications
 - experience
 - any other biographical detail-
 - beware the vanity publications/internet pages
 - press search in selected news databases
 - Are they in a “rich list”

When your Subject Doesn't Want to be Researched

Be disciplined

- Design models you can use for difficult research
 - Ideas ? “Business Information Alert” (Alert Publications) articles/book
- Discuss with users
- Structure can be shown(or not)in research results
- Highlight and explain gaps
 - No information is often the most interesting result as long as you can explain it

Only way can make sense of a subject that doesn't want to be researched