



The Many Faces of Researchers

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President – EMcHugh Consulting

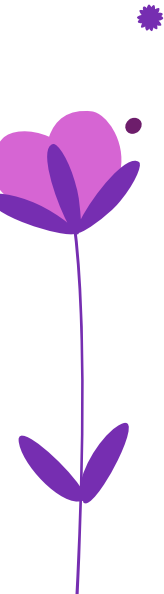
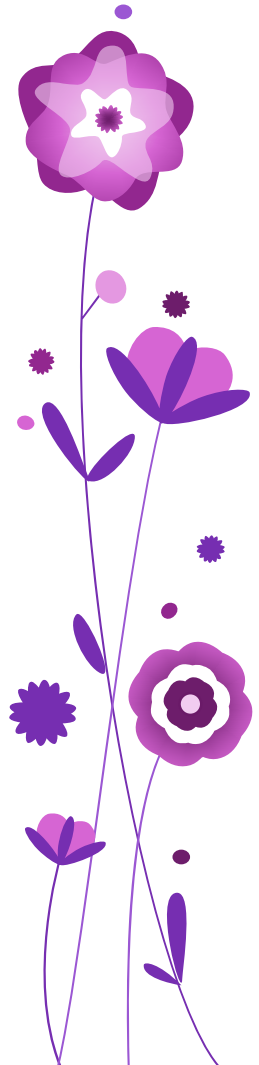
November 9, 2018

5th Annual Apra North Texas Conference



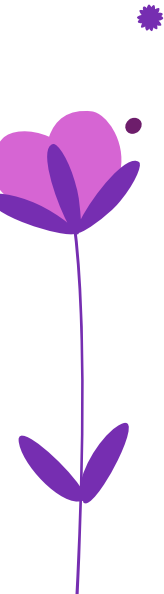
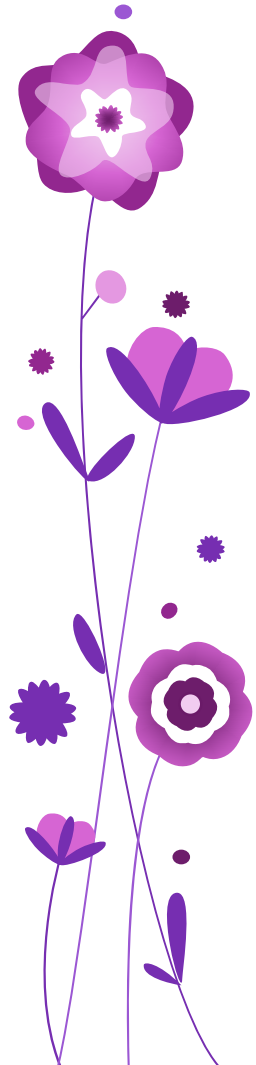
Research Faces

- Researchers
- Strategists
- Analytical professionals
- Relationship Managers
- Management Professionals
- Leaders
- Mentors
- Consultants
- Information/Data Officers
- Policy Makers



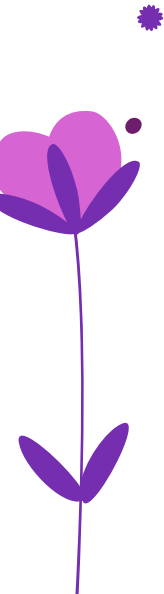
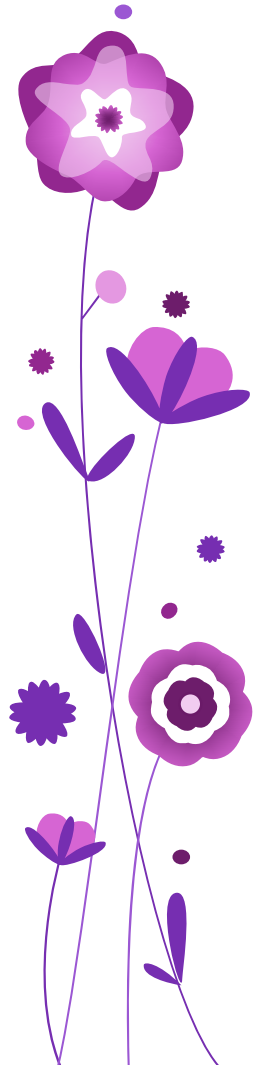
Researchers

- When APRA began in the 1980's we were all researchers
- Information officers
- Organized
- Inquisitive folks
- Problem solvers
- Data managers
- See the big picture
- Risk takers
- Creative
- Detectives



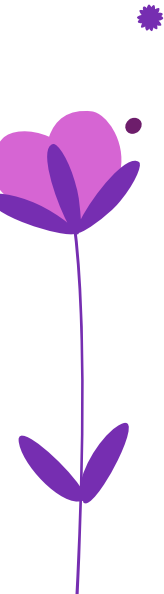
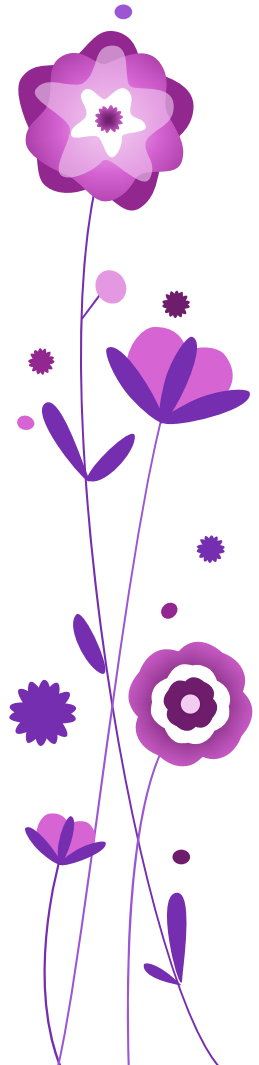
Strategists

- Goal Oriented
- Planner
- Actions
- Methodologist
- Data Weavers



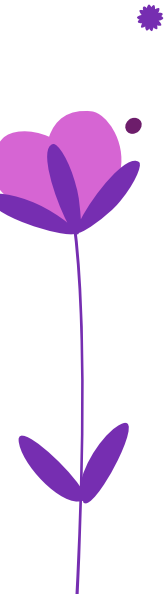
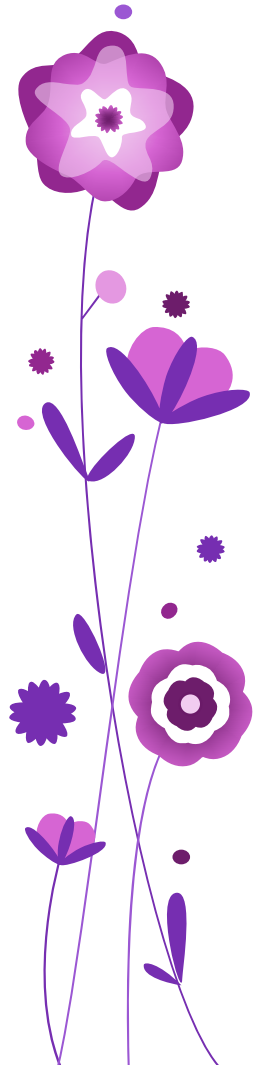
Analytical Professionals

- Reading and interpreting the patterns
- Data visualization
- Forecasting
- Predictions
- Modeling
- Interpreters
- Systematic



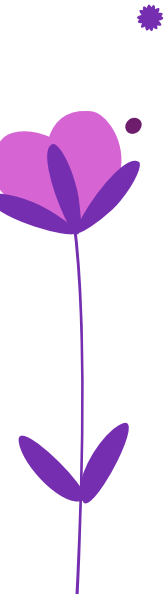
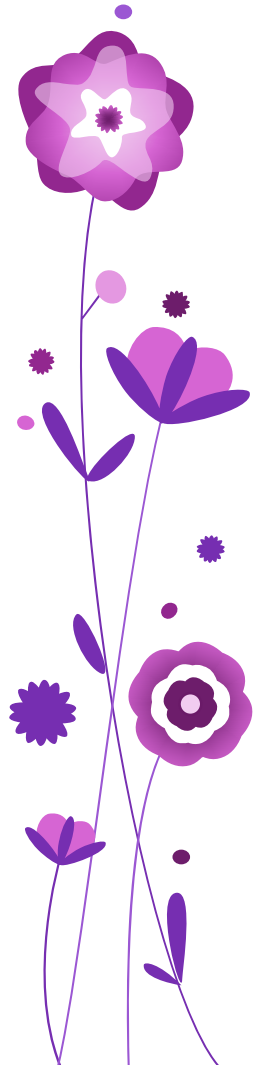
Relationship Managers

- Policy developers
- Strategy users
- Information knowledge brokers
- Organizers
- Communicators



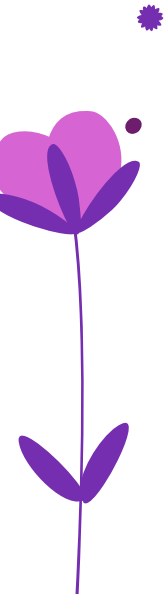
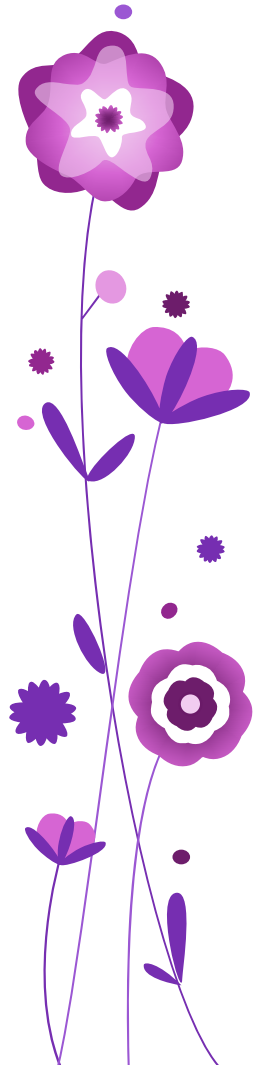
Management Professionals

- Directors
- Campaign leaders
- Specialists
- Development Officers
- Vice Presidents



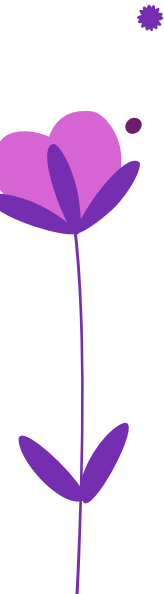
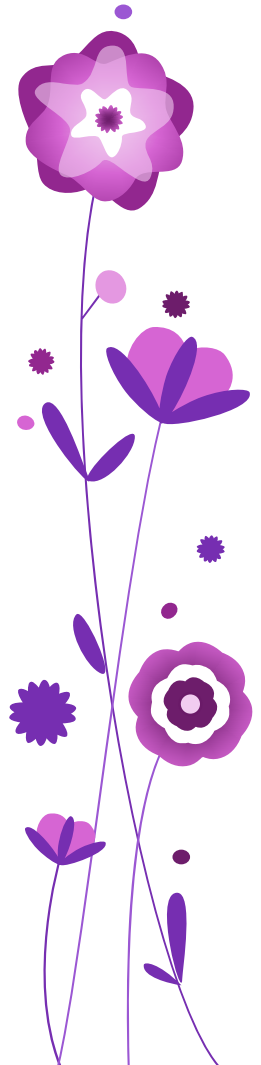
Leaders

- Apra Chapter
- Organizational
- Volunteer
- Area of specialization
- Apra International



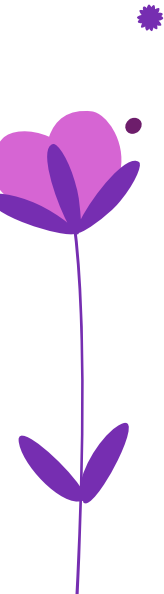
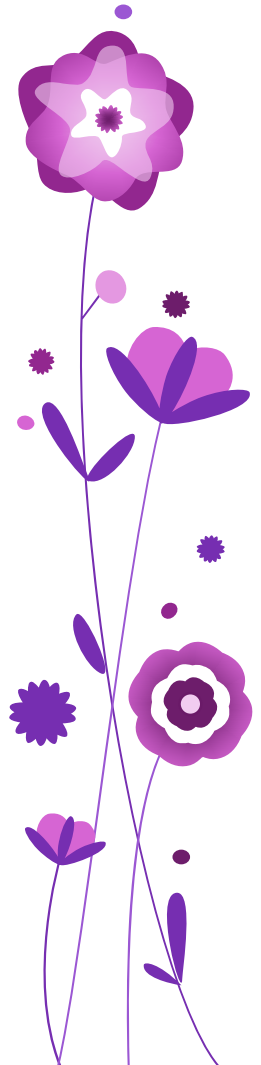
Mentors

- APRA colleagues
- Institutional colleagues
- Advisor
- Guide
- Coach



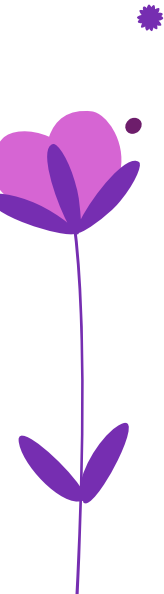
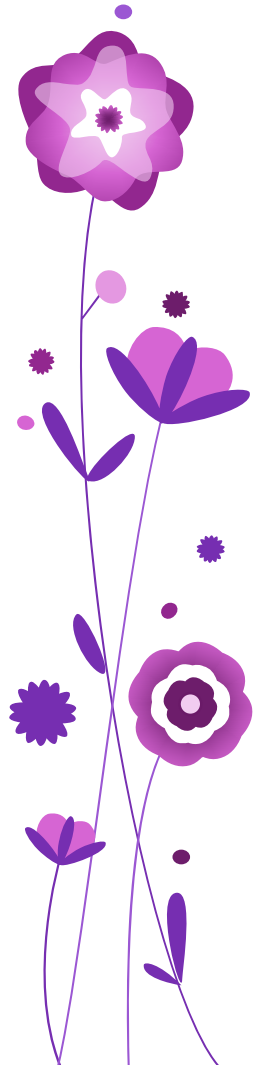
Consultants

- Non profits
- Firms
- Independent
- Specialists
- Advisors
- Experts



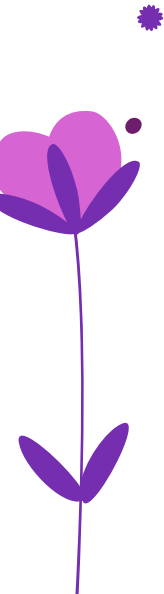
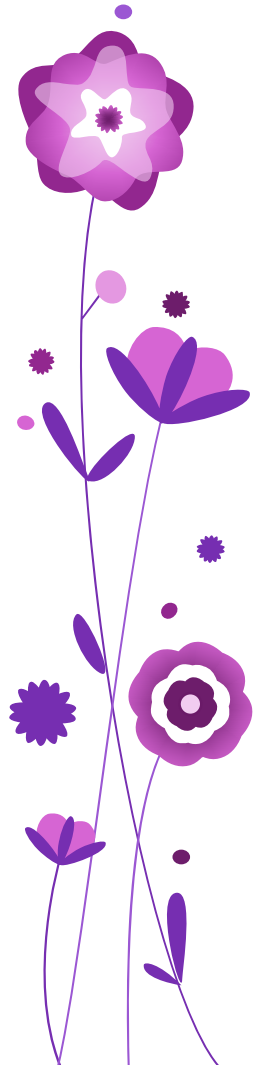
Information/Data Officers

- Knowledge hub
- Intelligence brokers
- Mangers
- Organizers



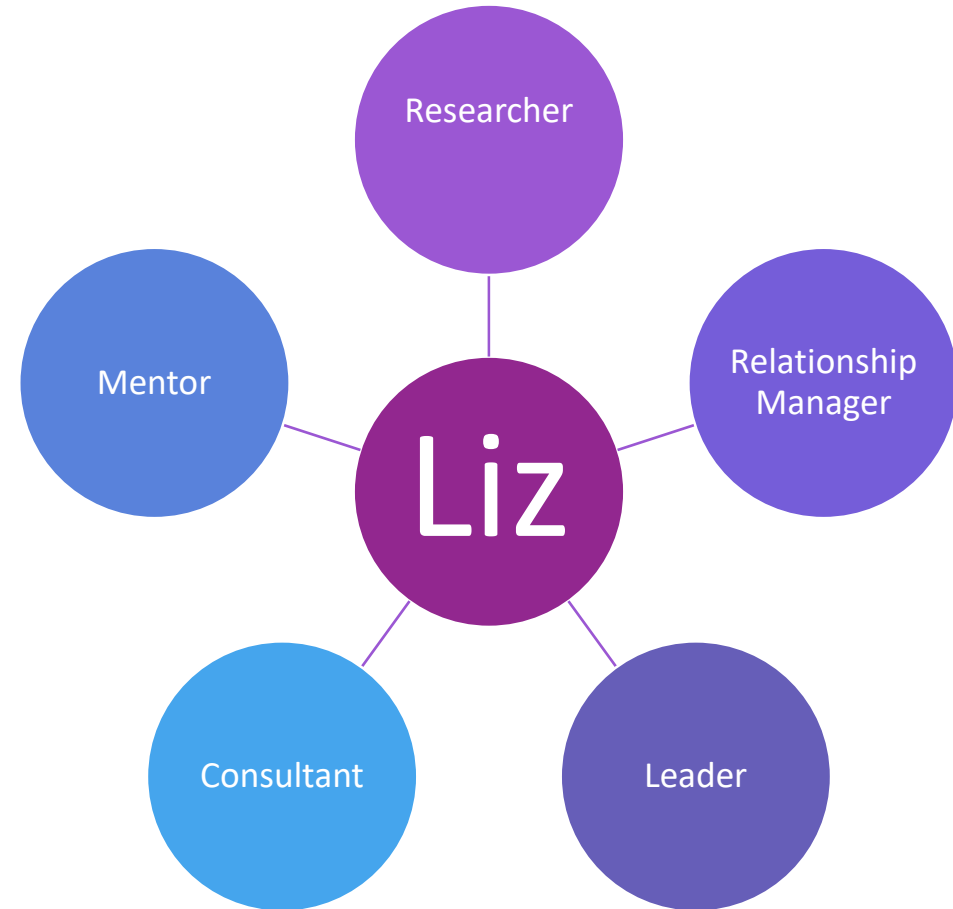
Policy Makers

- Subject matter experts
- Idea managers
- Planner
- Action oriented



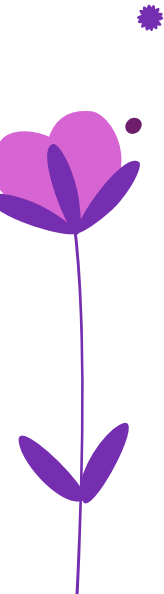
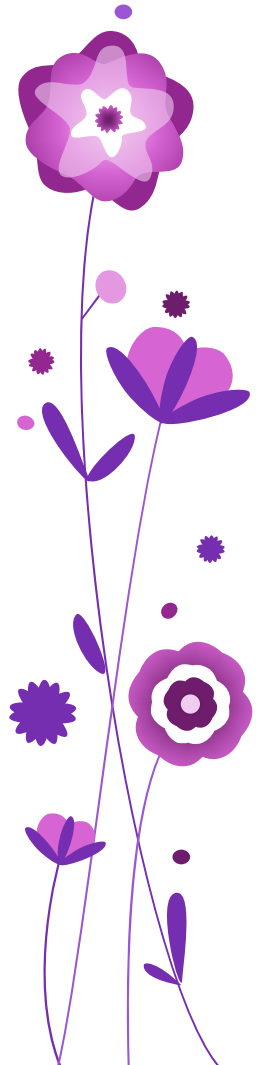
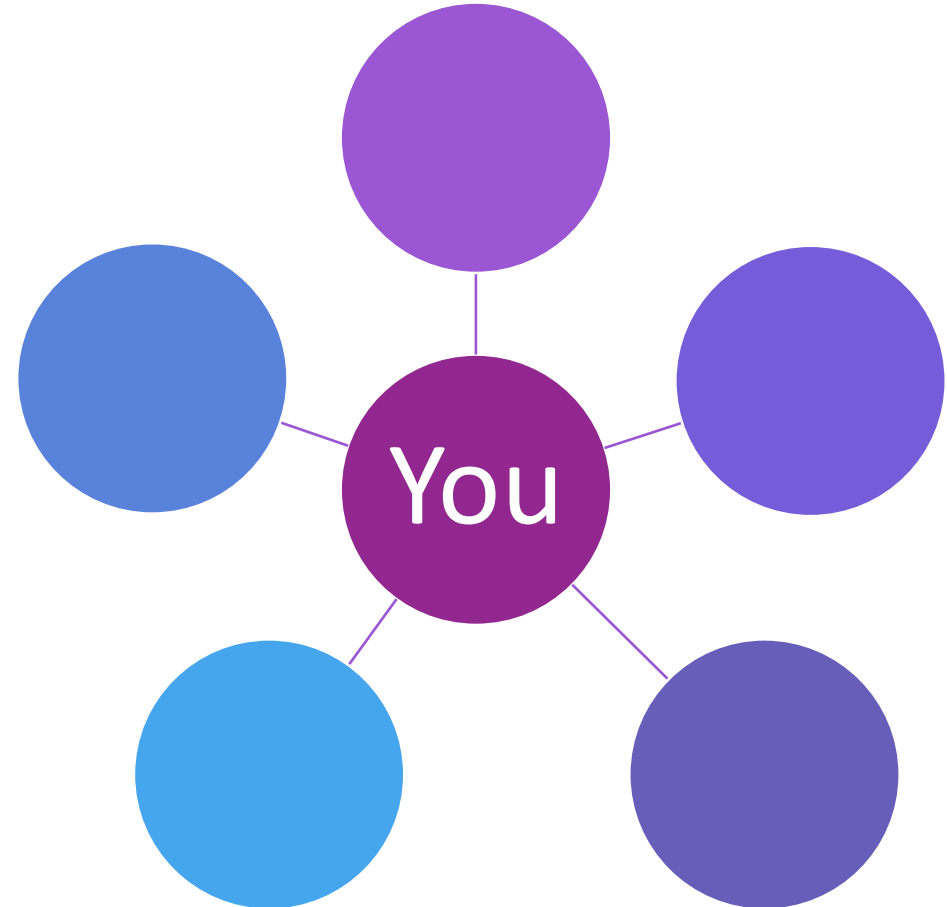
The Faces of Liz!

- Researcher
- Relationship Manager
- Consultant
- Leader
- Mentor



What Faces do you have?

- Fill in the blanks
- What other faces could their be?



Thank you!

Questions – Comments – Discussion

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