

Thought Leadership

Background

CSR's client, an IT industry trade association, leads a sizable research-driven thought leadership program, which supports members by identifying global IT trends and areas of opportunity. We were retained to design and execute a major new research initiative to:

- Identify gaps in IT skills globally and possible solutions to close those gaps
- Understand the market demand for IT professionals
- Investigate which talent and development factors most influence the IT industry

Our client partnered with us because of our experience with gaining insights from IT professionals, and our hands-on senior-level project management, which was key for a new, multi-country B2B research initiative.

The Approach

Because our client needed statistically reliable information from IT professionals worldwide, CSR recommended an online survey.

This was a first-of-its-kind study, so, as an initial step, we conducted more than 40 in-depth, 30-minute telephone interviews among IT leaders worldwide to test survey questions and understand the range of responses. Using our proprietary content coding and analysis techniques, we create a database from the qualitative phase, which was used to create the answer sets to the quantitative survey. Using the words and ideas of the respondents, we were able to craft a thoughtful online survey, which reflected issues that were top-of-mind for IT professionals.

The survey was conducted among more than 3,500 respondents across 14 countries. Working with international partners, we translated the survey into 10 different languages.



Understanding what people really think

Results

This study was tracked over time and became an important component of our client's thought leadership program. Results were presented at IT industry conferences and posted on our client's website. They were also re-purposed and customized to provide more targeted information for specific members of this trade association.