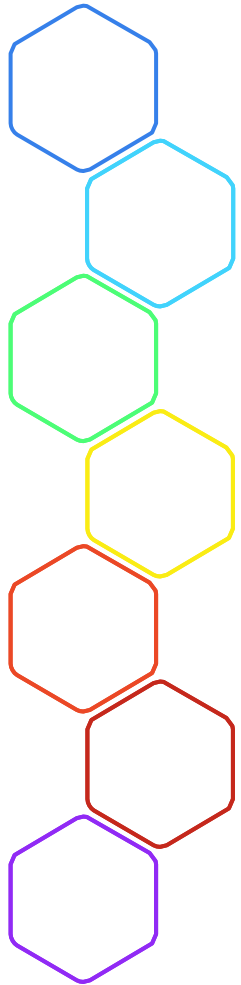


Introduction to Research by Design



Research by Design
MEMBERSHIP INTELLIGENCE

Research by Design



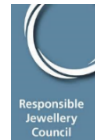
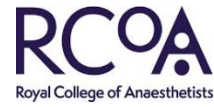
Research by Design is the world's leading market research agency for membership organisations.

We have worked with **over 70 membership clients**; our experience in the membership sector is unsurpassed.

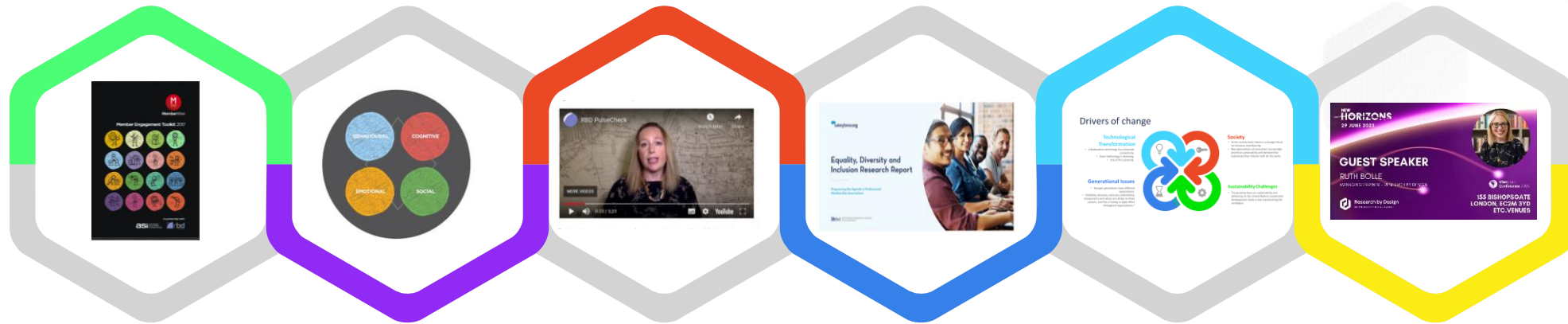
Our clients include the **largest and most prestigious** membership organisations.



Research by Design's clients



RbD is a thought leader in the membership sector

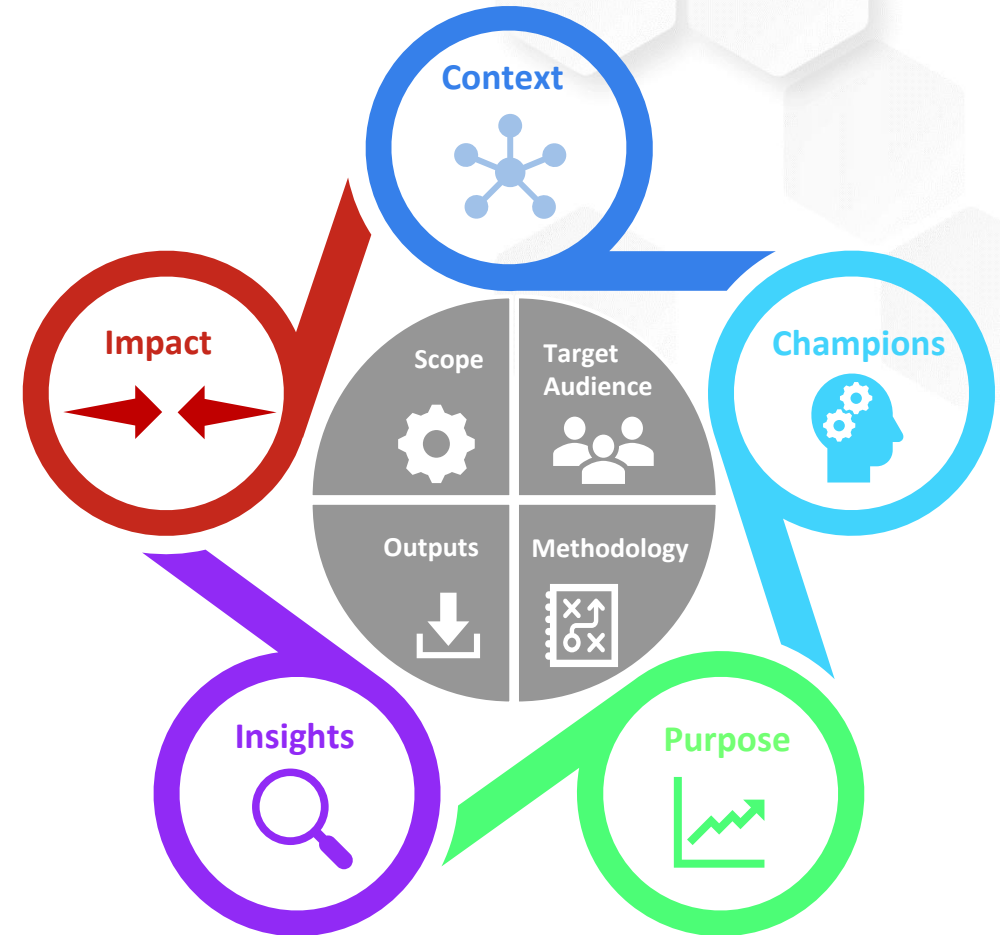


- RbD co-authored MemberWise's **Member Engagement Toolkit 2017**, a recognised industry resource.
- During 2018 and 2019 RbD focused on further refining our **Membership Engagement Model** and researching, building, testing and rolling out our **Member Value Proposition** approach.
- In 2020, RbD launched **PulseCheck**, measuring the experiences of members across a range of professions as they navigated the pandemic.
- In 2021, RbD partnered with Salesforce to publish a report on **Equality, Diversity and Inclusion** within the membership sector.
- In 2022, RbD worked on the '**new professional landscape**', exploring new pathways to the professions and career navigation.
- RbD is a recognised supplier and sponsor of the **MemberWise** and **Memcom** networks.
- In 2023, RbD chaired a session on the '**State of the Membership Sector**' at the Memcom Annual Conference.

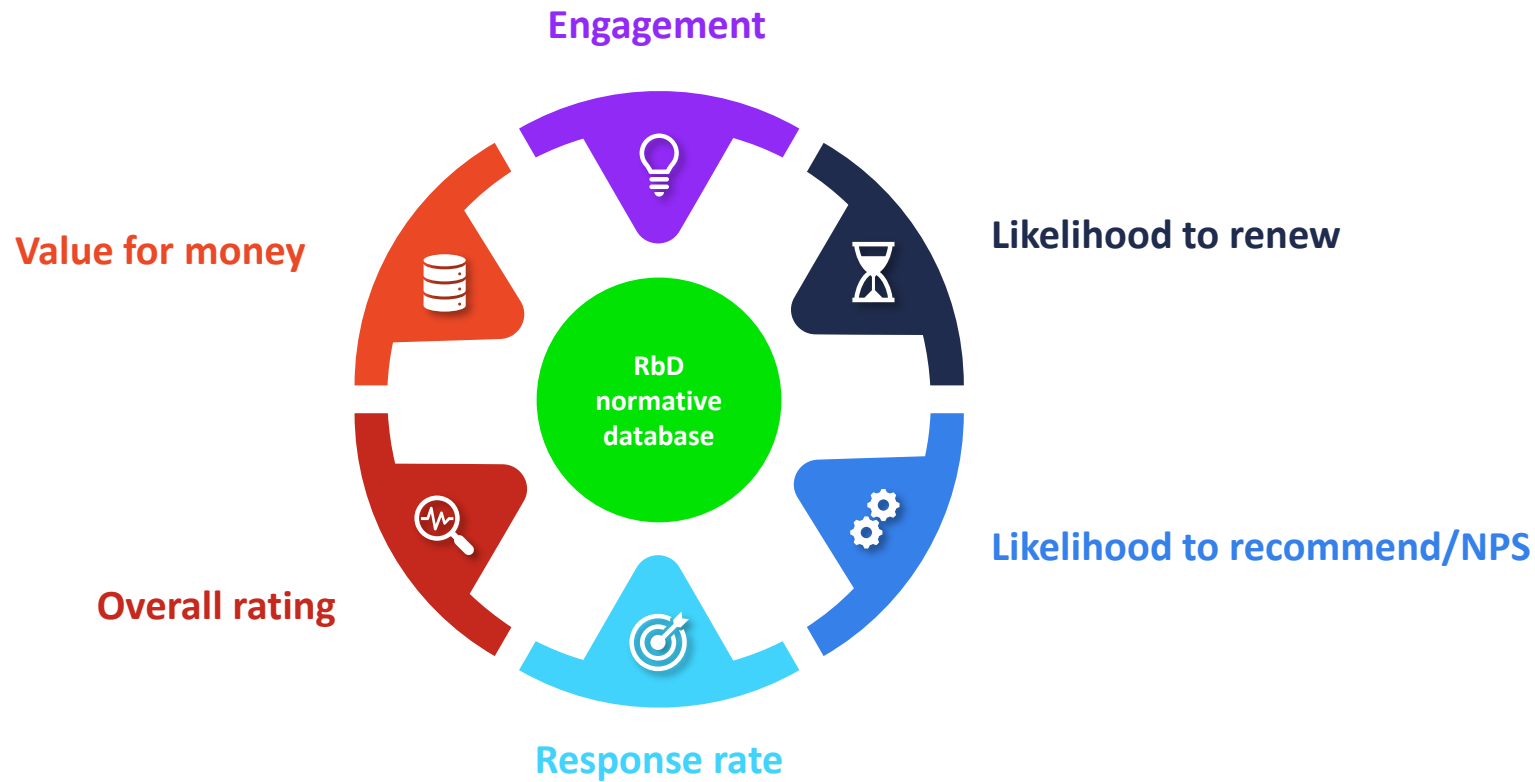
Why before How

RbD's suite of tools includes **qualitative and quantitative** methodologies, **secondary research** and **consultancy**.

We work hard to understand **why research is required**, what insights it needs to deliver and how it will impact our client *before* we scope the project and define the methodological approach.



We incorporate membership sector benchmarking via our normative database



RbD has a norms database using scores from standardised data points in quantitative member surveys.

Our normative database comprises the responses of up to 100,000 members, across c.50 unique surveys.

Where applicable these **benchmark data** are included in our reporting as an industry comparison.

Meet the senior team



Ruth Bolle
Managing Partner

Ruth has 20 years' research experience across a range of sectors and research methodologies and has worked with membership organisations for over 10 years.

Ruth co-authored the Salesforce ***Equality, Diversity and Inclusion Research Report: Progressing the Agenda in Professional Membership Associations*** and has written guest blogs and appeared on webinars within the sector.



Lindsey Nadin
Associate Director

With 15 years' market research experience, Lindsey devises, manages and analyses research programmes for a range of clients. She works closely with the junior team and is the touchpoint for them at all points of the research project, ensuring the highest quality deliverables.

Lindsey has headed up RbD's membership work for five years. She presents to a range of audiences with a compelling, authoritative style.



Tara O'Hara
Associate Director

Tara has 10 years of market and employee research experience, much of this gained 'client-side'. She intuitively understands the client perspective and ensures this is reflected in project management and deliverables.

Along with Lindsey, Tara works closely with the wider team and enjoys working collaboratively with clients.

What our clients say about us

Royal College of Nursing

“I really don’t underestimate the time and effort I know you put into the work you do for us – but you make it look so easy! It’s such a great feeling to have confidence that the research we commission is being done by such experts and we get a good product at the end of it.”



British Medical Association

“On top of RbD’s market research expertise, it is their knowledge and insights into the membership sector that sets them apart. We enjoyed working with the team, it felt like they took the pain out of it for us, and helped us deliver some really meaningful results and recommendations.”



Chartered Institute of Arbitrators

“...compared to other research agencies I've worked with in the past, RbD's approach is superior - closer to management consultancies I've worked with. Probably my best experience of working with a research agency.”



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