QRCA YCAST:
Navigating Between In-house & Consulting in Qualitative Research

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- QRCA Since 2005
- 30-year Career

In 30 years...
Every company/role is different...

Client Side

Business Issue / Research Process
Client Side

**BENEFITS**
- Broad perspective
- Interaction w/all disciplines
- Deep category knowledge
- Stability/security
- Mobility

**CHALLENGES**
- Collaboration/politics!
- Synthesis of learning
- Budgets = Prioritizing
- Single category
- Vendor relationships
- Research expertise

Vendor Side

**COMMONALITIES**
- Serving Clients
- Their timelines
- Out of the loop
- Limited knowledge scope
Focus is often on communications research & media effectiveness

BENEFITS
- Unique side of biz
- Ad & media team
- Messaging is forward-facing

CHALLENGES
- Narrow focused goals
- Less information
- Politically charged
- New business initiatives
Focus is the execution of research

**Research Field Specialist**

**Benefits**
- Executional experts
- Respondent-facing
- Quick in and out

**Challenges**
- Most narrow focus
- Little information
- Very little strategic insight
- Bottom of the food chain
Full Service Research Supplier

Involvement may vary project to project

BENEFITS
- Potential for broad experience
- Mobility
- Stability
- Team & support

CHALLENGES
- Project focused
- Often limited depth/scope
- Methods & logistics expert
Your choice – Go where you want to go!
Consulting
Goal = Trusted Partnerships

maximize your potential & find your fit

Go Broad!
Connect!
Identify Strengths/Passions!
Soul Search!
Volunteer!
How can I help?

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