

Steve Willson

Partner at Panoptika Inc.

Halifax, Canada Area, NS, CA

Moderator, Qualitative Researcher, Customer Understanding Specialist, Innovation Games
Facilitator, Value Builder

Biography

It's hard to engage your customers in your Brand, especially with the limitations imposed by external and internal forces. You can't afford to waste your time, or money, on messages that don't resonate with your target audience. What we do is help you listen to your customers, or potential customers, in a way that connects you more deeply than you thought possible. Ideally, you need to understand your internal processes in order to align yourselves with your customers. Many of the techniques we use are applicable to facilitation of internal team meetings, such as Strategic Planning and Tactical Plan development. Wouldn't it be great to have fun, efficient meetings rather than the same old lists of ideas that never get resolved? Then we engage your Customer...We can do this through online and traditional Qualitative Market Research techniques, such as in-depth interviews, triads, focus groups etc. or, if you really want to know your customers and the future of your brand, you can involve them more deeply using Projective Techniques, Ideation and game playing techniques such as Innovation Games(TM). Panoptika, a partnership with my wife, Megann, is now in it's 11th year serving clients in diverse industries such as Pharmaceuticals, Healthcare, Industrial/Manufacturing, Consumer Health, Industry Associations and others. Take a chance and have some fun! We'll work anywhere you want...we love to travel and meet new people. Give us a call!

Availability

Moderator, Panelist, Workshop, Corporate Training

Industry Expertise

Pharmaceuticals, Market Research

Areas of Expertise

Qualitative Research, Meeting Facilitation, Strategic Consulting

Affiliations

Dalhousie Alumni Association, Ontario Pharmaceutical Marketing Association OPMA, Market Research and Intelligence Association MRIA, Qualitative Research Consultants Association (QRCA), Innovation Games

Event Appearances

Cover Story for Facility Management Professionals
PSRM Association Canadian Conference

Innovation Games @ the Snow Strategies Forum
SIMA Snow Strategies Forum

Education

Dalhousie University
B.Sc./B. Eng Mathematics, Civil Engineering

University of Waterloo
Engineering

TUNS
B.Eng Civil Engineering

Bell High

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