

Hi [name],

Tired of delivering quick, transactional UX research that never has the opportunity to impact your business?

In our recent webinar, *Beyond the Research Transaction: Deliver True Insight Gold*, knowledge management and UX research consultant Emily DiLeo and organizational psychologist Robin Beers shared key strategies to help you spotlight your role as a UX researcher and make a lasting impact.

Here's what we covered in the discussion:

- **Shift from transactional to strategic:** Reframe your role as a researcher from simply ticking off tasks to being a proactive consultant who drives business decisions.
- **Create a knowledge-sharing culture:** Move beyond just storing data and share it with stakeholders. Curate insights, create sharing opportunities, and deliver timely synthesis reports so research drives action.
- **Build strong internal relationships:** Build stakeholder trust and align research with their goals so it's championed and used effectively.
- **Develop change management skills:** Recognize when to dig deeper into research and collaborate across teams to create a broader impact.

It's time to transition from "just providing research" to becoming a trusted partner in strategic decision-making across the entire organization.

To dive deeper into these topics and strategies, check out the [full webinar recording](#) or read our blog post by clicking below.

[Read the full blog post.](#)

Best,
Nia