



www.quireconsulting.com

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Quire is a research and strategy firm that serves businesses, government agencies, and non-profits around the country.

Company Snapshot

Type: Small Business with 20+ Clients

Duns #: 037588762

Founded: 2017

Primary NAICS

541611: Business Management and Strategic Planning

541613: Marketing Consulting Services

541720: Research and Development in the Social Sciences and Humanities

611430: Professional Management and Development Training

Differentiation

We have 30+ years' experience in design innovation, research and strategy with Fortune 500 companies across sectors, global non-profits and local agencies.

Our team has master's degrees in Design Management, Qualitative Research and Analysis, Urban Design and System Design.

Featured Clients



Alabama African American Civil Rights Heritage Sites Consortium - Strategy Partner, 2017 - present (Birmingham, AL)

Led organizational development and strategic planning efforts to understand its impact and to determine its next steps while under the banner of the Birmingham Civil Rights Institute. Our work led to the incubation and launch of the current non-profit which raised \$1.8M in its first year of operation. The Consortium supports civil rights heritage sites in Birmingham, Montgomery, Selma and the Black Belt through training and capacity building. We continue to support the Consortium through workshop facilitation, storytelling and qualitative research.



Nest, Makers United - Artisan Incubator, 2019 - 2020 (Birmingham, AL)

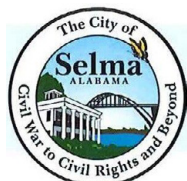
Partnered with national non-profit Nest to understand the experience of contemporary makers, artisans and craftspeople in Greater Birmingham. We held discussion groups with makers and community partners, and oversaw a comprehensive survey. We also partnered with Nest to measure the impact of our work. We created a series of business development workshops whose attendees could participate in an exclusive, one-day marketplace. The project became the blueprint for Makers United which has been replicated in six cities including Austin, TX and Detroit, MI and nationally with 815 makers in 35 states.



YMCA OF GREATER BIRMINGHAM

YMCA of Greater Birmingham - Youth Center Visioning, 2019 (Birmingham, AL)

Guided the board and senior leaders through a visioning process to understand how its Downtown Youth Center could better serve the needs of today's youth. We interviewed current and former board members to understand the Center's original purpose. We held conversation groups with parents, students and staff members to gain insight into their needs and challenges. Through two days of in-person observation, we identified current usage patterns and opportunities for growth. Our work culminated in a half-day workshop where internal stakeholders and external partners brainstormed potential solutions for the challenges we identified. The final report has become a basis for advocacy and planning.



Selma Redevelopment Authority - Strategic Planning, 2019-2020 (Selma, AL)

Guided city-appointed board of downtown redevelopment agency through its strategic planning process in preparation for hiring new senior leaders. The project included 25+ one-on-one interviews with stakeholders, subject matter experts and city leaders across three sample communities. The work culminated in a two-day virtual workshop for board members and a final report with recommendations for next steps. The project began in-person and transitioned to virtual research and Zoom workshops that engaged each attendee through meaningful activities that were appropriate for a variety of digital skill levels.



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Selected Services

Customer Discovery

Leaders at the beginning of a new venture often struggle to see the world beyond the lens of their idea. They spend valuable time and resources designing the product they want to make only to discover it's not the one the customer wants to buy. We help individuals and teams identify their customer and get to know the values, beliefs and behaviors that inform everything they do so that they can create the products and services that fit their lives. We help you replace stereotype and assumption with data you can use.

- Observation-based interviews
- Qualitative surveys
- Persona development

Product Evaluation & Testing

We work with clients to understand the viability of their products and services across implementation stages from concept to market. We engage with current and/or potential customers through the tools and theoretical framing of applied anthropology. Our research helps clients define success and how to achieve it.

Strategic Planning

We approach strategic planning as a collaborative partnership that is grounded in internal and external qualitative research. We help organizations move beyond assumptions, identify their core challenges and work together to develop the best way forward.

- Internal stakeholder analysis
- Product-market fit
- Metric definition

Workshop Facilitation

We support leaders and teams by leading short term workshops and retreats. We work with our clients to determine the topic area and create a content approach that works with a variety of communication and participation styles. Topics include:

- Board governance
- Strategies for growth
- Understanding your impact

Industry Leadership and Recognition

2019: Ethnographic Praxis in Industry (EPIC) Conference, Providence, RI - panelist, *Representation and Representativeness*

2020: EPIC Conference, Virtual - panel convener *Design & White Supremacy Culture: A Call and Response*

2022- present: EPIC Conference, Amsterdam, Netherlands - case study reviewer

Community Involvement

2022-present: Alabama Women in Business - secretary

2021-present: City of Birmingham, Small Business Council - member

2019-present: Co.Starters, Chattanooga, TN - Facilitator trainer for entrepreneurship coaching curriculum taught in more than 300 communities

2020: Conservation X Labs, Artisanal Mining Grand Challenge - application reviewer for global innovation competition