What We Need to Grow?



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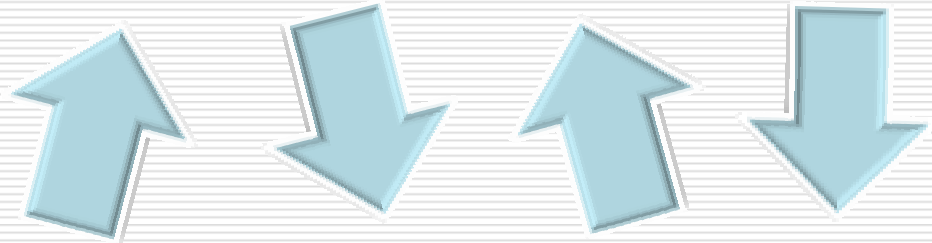
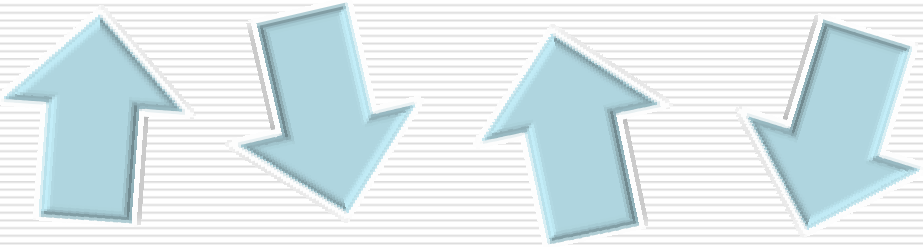
Who are "We"?

- Sensory and Consumer Scientists



- Society of Sensory Professionals

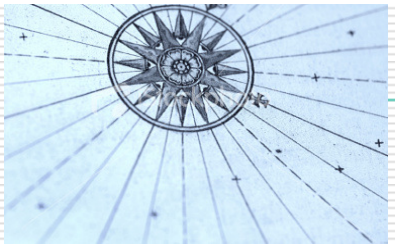


- Individual practitioners

Learn to relate all ways

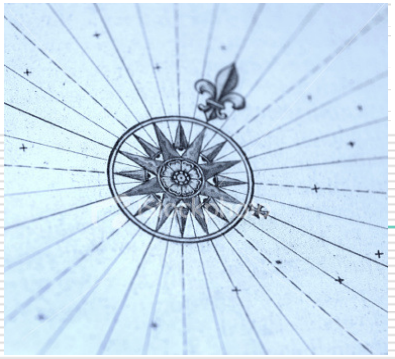
The Society of Sensory Professionals

…to advance the field of sensory evaluation, including consumer research, and the role/work of sensory professionals…



The Society of Sensory Professionals

To advance the science and practice of sensory and consumer science for the purpose of sharing knowledge, exchanging ideas, mentoring and educating its members.



Sensory Professionals

- Members of SSP
- Colleagues – local and global
- Students
- New hires



What do we own?

- Perceptive
- Knowledge
  - Experience
  - Understanding



What do we own?

- Perspective
  - Research and development
  - Marketing/MRD
  - Finance
  - Consumer
  - Product

What do we own?

- Knowledge
  - Methods
  - Processes
  - Tools and Techniques
  - Sensory properties
  - Data

What do we own?

- Experience
  - Business
  - Science
  - Government
  - Legal
  - Life

What do we own?

- Understanding
  - Strategy
  - Product Insights
  - Consumer Insights

And the results/outcome?

- Position
- Recognition
- Respect
- Request
- Need
- Success
- Satisfaction- personal and team



Grow – what and whom?

- Sensory and consumer scientists
- Society of Sensory Professionals
- Individuals



Grow: Profession

- Education, training, mentoring and networking
- Trickle down expertise in universities, companies and governments
- Influence industries: food, beverage, personal care, home care, pet care, etc.
- Develop the tools and processes – remain fluid – not static



Grow:SSP

- Workshops and Conferences
- Wiki
- Global Consortium
- Website
- Networking
- Virtual Options

Communication
Learning

Grow: Individuals

- Core skills +:
  - Strategy
  - Product understanding
  - Consumer understanding
  - Innovation and insights
  - Ability to influence
  - Business sense
  - Teamwork

How to Measure Success?

- Satisfaction
- Growth
- Recognition
- $$$
- Success for:
  - products
  - companies
  - brands

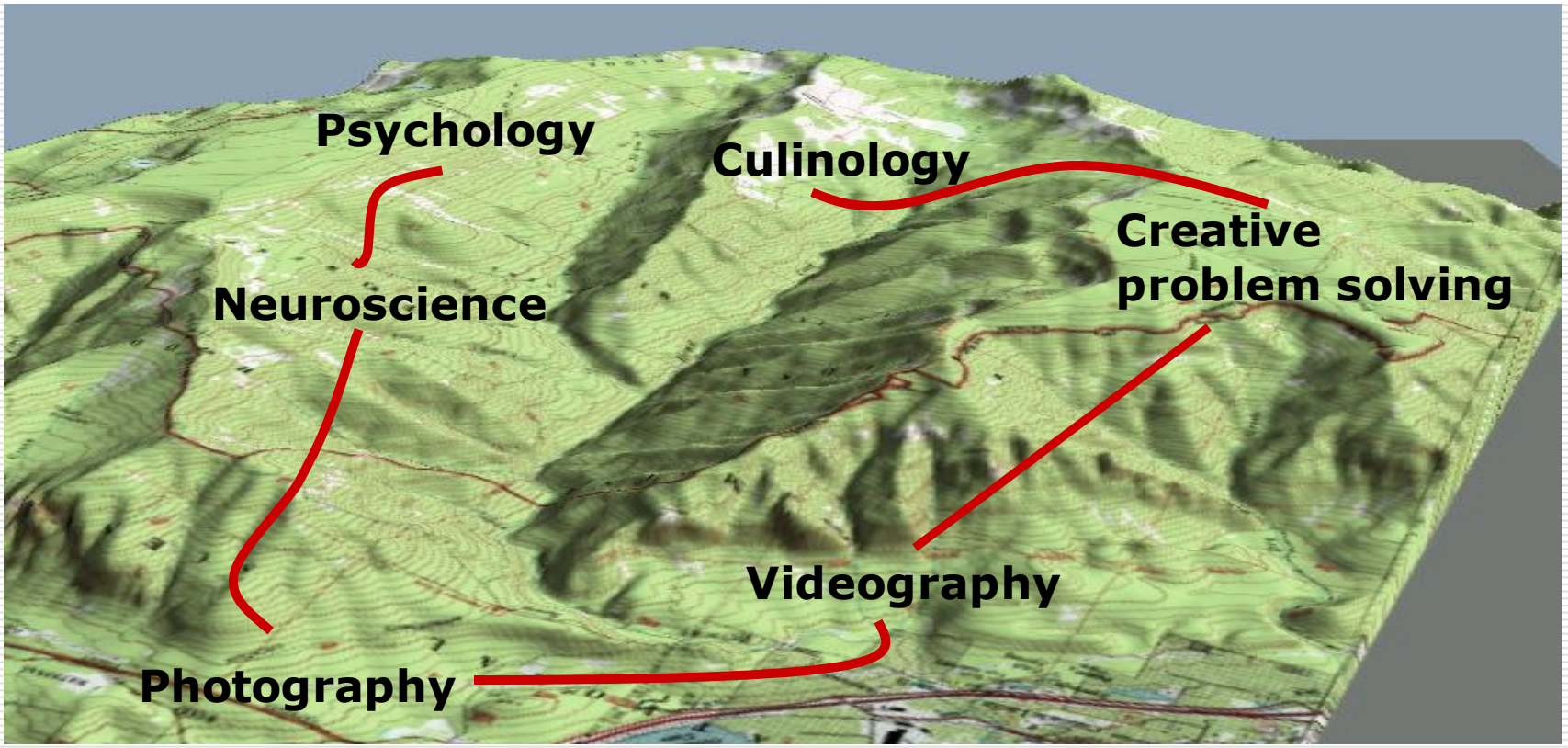


Miles to go --

- Why are purchasing agents *still* unable to evaluate products and data to determine the best products?

Miles to go --

Where are the next sources for new approaches?
[anthropology and ethnography are here]



New Ideas in Sensory

- Cohort groups
- Community narrative combos
- Merging methods
- Merging methods



New Ideas in Sensory

- Cohort groups
  - Greenheads
  - Teens in product development

New Ideas in Sensory

- Community narrative combos
  - Story telling
  - Creative consumers – exploration and commission
  - Consumer labs

New Ideas in Sensory

- Merging methods
  - *Snapshot*: descriptive + creative consumer groups
    - *Opportunity maps*: descriptive and IDI
    - *Quality scoring:* large scale

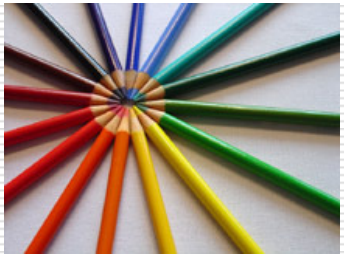
New Ideas in Sensory

- Positive spin
- Positive spin
  - *Cost reduction* =
    - Competitive advantage
    - Continuous improvement

Where do we all go from here?

- Sensory Consortium – Go Global





Extension of the scope of Sensory

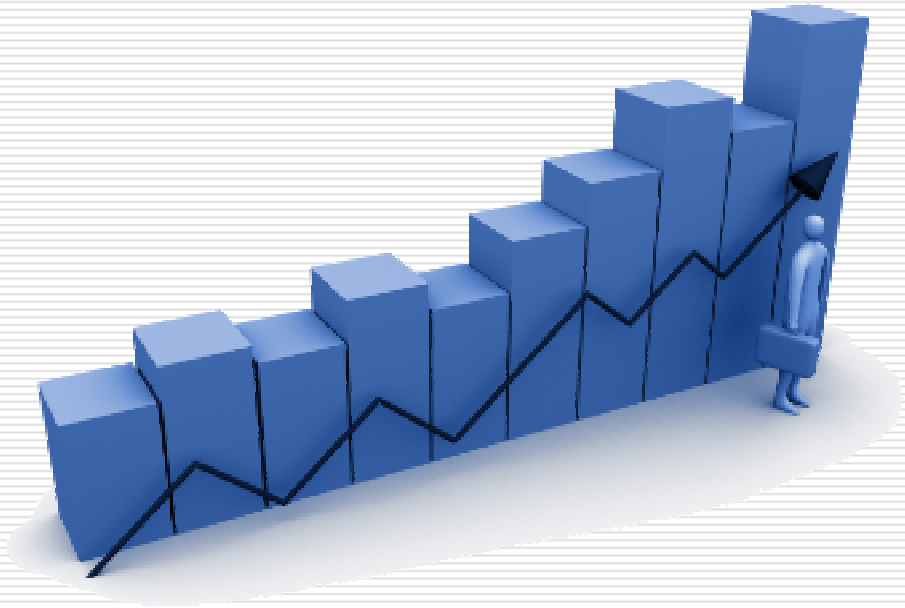


- Lift all the boats



- Reach out beyond the field

Thanks! and Go Team



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Extra Photos











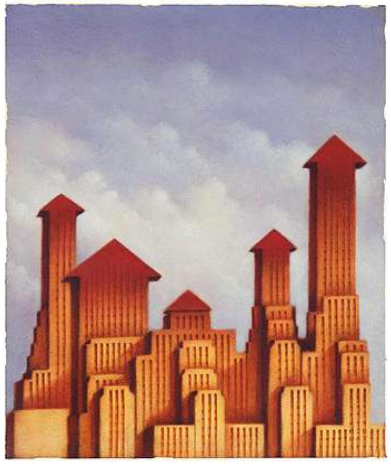

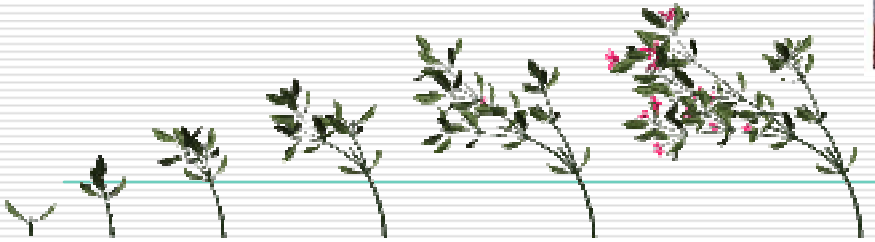



Extra Pictures (part 2)











