

WORKSHEET #2

CONDUCTING SECONDARY RESEARCH

Estimated time: 4 hours-2 days

“The greatest danger for the new venture is to ‘know better’... what the product or service is, or should be, how it should be bought, and what it should be used for.”

- Peter Drucker

Make sure you have the PROBLEM IDENTIFICATION WORKSHEET ready to use (many of the questions posed there will be useful in this research). Remember, don't jump forward to the solution; we're still looking at the problem.

SECONDARY RESEARCH (FROM OTHER SOURCES)

Looking for research already done by someone else is called secondary research. This can start with a basic internet search, but make sure you use reliable sources. Stop by your local or university library - they would be happy to help you find reliable sources and can sometimes help with the research itself!

Contact people who are expert on a certain issue who may have experience working with your problem. Contact Canadabusiness.ca to find out how the government might already be tracking this issue - and have programs or departments at least partially addressing it.

As you do this research, be sure to keep it all together and highlight or mark the parts and statistics that provide useful information. Use the table below to keep track of the information. It makes it much easier to find when you are looking for it later. Which stats are important? What info did you learn about the problem that you did not know before? What piece of revealing information was provided through an interview with an expert?

As you speak with people be sure to record their names and contacts in case you need to reach them again. You will be surprised how often you may want to circle back to someone you have already spoken to before. Remember, you need to keep good notes because YOU WILL forget things you learned even a day later.

Keep tracking the information so that you can use in planning your enterprise and for convincing others why it's important!

Here are several sources that list the world's "wicked" problems (meaning really hard to solve). Check them out for more information on the world's greatest ills:

<https://80000hours.org/problem-profiles/>

<https://80000hours.org/articles/can-you-guess/>

<http://www.un.org/en/sections/issues-depth/global-issues-overview/>

<https://80000hours.org/articles/cause-selection/>

Keep updating this daily - even recording who you emailed.

ASSUMPTION/ NEW INFORMATION	PROOF. TRUE/ FALSE ?	SUPPORTING DOCUMENTATION	Page number, citation (for easy access)	NOTES, USEFUL INFORMATION
Ex. People in rural Ontario have less access to clean drinking water.	False	Access to Clean Water in Canada - GofC; 2015	26	It's only true for aboriginal reserves. Is there an opportunity to serve them? More research needed.

Remember, avoid analysis paralysis. Don't spend more than a day or weekend's worth of this research to start - three days at the very outset. Put pressure on yourself

to work efficiently and not to get bogged down in reading entire pieces of research. Use the age-old technique employed by students everywhere: read the Executive Summary, Conclusion and main headings, and only read a full document if it is chock-full of the exact information for which you're looking. You can very quickly determine how useful the research is to your need and drop it or look more closely. And with the advent of technology, you can usually find the exact sentence and information for which you're search using Google, and avoid leafing through pages of text.

REMAINING QUESTIONS

AFTER COMPLETING THE RESEARCH REQUESTED ABOVE, ARE THERE ANY UNANSWERED QUESTIONS REMAINING? LIST THEM BELOW HERE TO REVIEW AT A LATER DATE WHILE RESEARCHING.