

## Testimonials

Research Explorers has a long list of satisfied clients.

### EXPERT MODERATOR

“ Lisa McDonald is a joy to work with because you can always be confident that **she brings her ‘A’ game to the table when moderating.** Her flexibility with last minute changes to moderator's guides and ability to quickly grasp research objectives is a huge plus. She always manages a group well, probing important concepts during groups that are important to achieve the client's objectives.

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Dough Baker  
Director of Research  
KRC Research

### TEEN INSIGHTS

“ Research Explorers has been a highly valued research partner of the National Youth Anti-Drug Media Campaign for nearly five years now. Whether it be in the areas of recruiting, moderation, or analysis, the professionalism exhibited by Lisa McDonald and her staff has been unmatched by their peers in the multicultural research sphere. **More importantly, the wealth of experience Lisa and her partners at Research Explorers brings to the process has time and time again helped the NYAMC to craft research plans that are extremely thorough and have enabled the Campaign to achieve unprecedented new insights, all while being executed in a timely, cost efficient motto.** As a result, we can confidently recommend them as the go-to provider for African American youth as well as adults.

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Gary Pinheiro  
Formally Senior Partner, Multicultural Planning Director  
Ogilvy & Mather

## **FACILITATOR-KNOWLEDGABLE HANDLING GRASS ROOTS GROUPS AND PUBLIC OFFICIALS**

“ We were deeply pleased to benefit from the skills and experience of Lisa Gaines McDonald as NIPC was developing the new Regional Facilitators Network. This training program during the first half of 2004 was the first systematic effort to train and develop a network of persons experienced in facilitating public participation in meetings in northeastern Illinois. **Ms. McDonald's deep experience in community development and her skills in working with both grass roots organizations and development professionals** gave her unique perspectives to add to our planning for this network. She was involved in the planning for the training program and participated in the program in part to assist us in evaluation. Lisa added the following to our “planning culture”, how to model effective facilitation and listening skills, collaborative work styles, and the capacities needed to facilitate diverse groups. In addition, she has been effective in NIPC's Common Ground process as one of our public meeting facilitators.

Hubert Morgan  
Program Manager Common Ground  
Northeastern Illinois Planning Commission (NIPC)

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## **ADEPT AT HANDLING SENSITIVE TOPICS**

“ Lisa has been an invaluable resource for our company due to her **keen ability to engage respondents in frank discussions about a broad range of health topics from basic behavioral and lifestyle questions all the way to sensitive issues about sex and sexuality. Lisa also brings a cultural and gender-specific sensitivity to her moderating from her many years of experience.** We often watch her and say 'I can't believe the respondent just shared that with her!'.

Jed Lam  
Vice-President  
Account Services Aeffect

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