



PRIMARY MARKET RESEARCH STRATEGY

SURVEYS:

• OBJECTIVE: GATHER FEEDBACK FROM POTENTIAL STUDENTS ABOUT THEIR MOTIVATIONS FOR ENTERING THE POWERLINE INDUSTRY, WHAT THEY VALUE IN A TRAINING PROGRAM, AND THEIR CAREER GOALS.

KEY QUESTIONS:

- WHAT ARE YOUR TOP MOTIVATIONS FOR PURSUING A CAREER IN THE POWERLINE INDUSTRY?
- WHAT ASPECTS OF A TRAINING PROGRAM WOULD MAKE YOU CHOOSE IT OVER OTHERS?
- WHAT ARE YOUR LONG-TERM CAREER AND FINANCIAL GOALS?

• OBJECTIVE: EXPLORE IN-DEPTH INSIGHTS INTO THE LIFESTYLE, VALUES, AND ASPIRATIONS OF POTENTIAL STUDENTS. FOCUS GROUPS ALLOW FOR OPEN DISCUSSIONS THAT REVEAL THE EMOTIONAL DRIVERS BEHIND CAREER CHOICES.

- WHAT MOTIVATES YOU TO CHOOSE A HANDS-ON, OUTDOOR CAREER?
- HOW IMPORTANT IS EARNING POTENTIAL VERSUS WORK-LIFE BALANCE?
- WHAT TYPE OF TRAINING ENVIRONMENT DO YOU FIND MOST APPEALING?

ONE-ON-ONE INTERVIEWS:

• OBJECTIVE: GET PERSONALIZED FEEDBACK FROM INDIVIDUALS WHO ARE ACTIVELY PURSUING CAREERS IN THE UTILITY SECTOR OR RELATED TRADES. THESE INTERVIEWS WILL HELP US UNDERSTAND WHAT RESONATES WITH STUDENTS AND WHERE IMPROVEMENTS CAN BE MADE IN THE TRAINING EXPERIENCE.

KEY QUESTIONS:

- WHAT MADE YOU CHOOSE YOUR CURRENT TRAINING PROGRAM?
- WHAT CHALLENGES DO YOU FACE IN YOUR TRAINING OR CAREER PATH?