�� ORACLE LISTENING POST WORKBOOK

Building Your Billion-Person Focus Group™ Engine

�� PHASE 1: DESIGN

1. INTERROGATE YOUR BRIEF

Before jumping into data collection, take time to deeply understand what you're really seeking:

What are you really trying to achieve? Dig beneath the surface request to find the core challenge by asking "why" multiple times.

Example:

Initial challenge: "We need to understand Gen Z's social media habits" Why? "To create content that resonates with them"

Why? "To increase our brand relevance with younger audiences"

Why? "Because they're our future customer base and we're losing them" Core challenge: "How to rebuild brand connection with Gen Z through authentic engagement"

Ask "why" 3-5 times to get to the core:

Initial challenge: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Why? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Why? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Why? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Core challenge: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What do you already know or assume? Identify existing knowledge to avoid duplication and surface assumptions that might bias your listening.

Example:

Previous research: "Our 2023 survey showed 65% of Gen Z uses TikTok daily" Existing assumptions: "Gen Z prefers video content over text"

Current hypotheses: "Gen Z's declining engagement with our brand is due to our formal tone"

Previous research: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Existing assumptions: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Current hypotheses: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Who will use these findings and how? Understand who needs this intelligence and how they'll apply it to ensure your listening is targeted.

Example:

Primary stakeholder: "Marketing team for campaign development"

How they'll apply insights: "To develop a new content strategy and tone of voice" Secondary audiences: "Product design team to inform feature priorities"

Primary stakeholder: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How they'll apply insights: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Secondary audiences: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. CRAFT CORE CHALLENGE

Create a focused statement using the GET/TO/BY formula:

This formula helps clarify exactly what you're trying to achieve and why, creating a North Star for your listening post.

Example:

GET [Gen Z consumers in urban markets]

TO [view our brand as authentic and culturally relevant]

BY [understanding the unspoken values that drive their content sharing behavior]

GET [audience] \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

TO [think/feel/do] \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

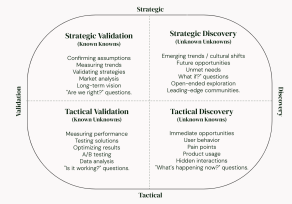
BY [understanding] \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Create a focused statement that guides your listening

3. MAP YOUR DATA TERRAIN

Use the Data Exploration Compass to determine where to focus:

The compass helps you decide what kind of data sources will be most valuable based on whether you're exploring new territory or validating hypotheses, and whether your challenge is strategic or tactical.



Examples of positions:

- Strategic + Exploratory: Looking for emerging cultural shifts that might impact

your industry in 2-3 years

- Strategic + Validatory: Testing if a planned brand positioning aligns with

cultural movements

- Tactical + Exploratory: Discovering new messaging approaches for an existing

product

- Tactical + Validatory: Confirming if a specific campaign concept resonates with target audience

Based on your position in the compass, choose your data sources:

Example:

My position on the compass: Strategic + Exploratory

Data sources I'll explore: Pinterest trending boards, niche Reddit communities, emerging TikTok creators, small Discord servers

My position on the compass: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Data sources I'll explore: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

4. CHOOSE PROMPTING PHILOSOPHY Select which approach(es) will guide your listening:

Your prompting philosophy influences how you approach, question, and interpret the data you encounter.

Jazz (improvisation): Fluid, experimental, following unexpected threads Like jazz musicians who riff off each other, this approach embraces spontaneous exploration and unexpected connections. Example prompt: "What if we looked at this from a completely different angle? What connections might emerge if we juxtaposed these seemingly unrelated signals?"

Poetry (metaphor): Emotional, symbolic, getting at deeper meanings Poetry accesses emotional and symbolic connections that logical analysis might miss. Example prompt: "If this consumer behavior were a weather pattern, what would it be? What's the underlying emotional landscape here?"

Divination (pattern-sensing): Finding signals in seemingly unrelated data Like reading tea leaves, this approach looks for meaningful patterns across scattered data points. Example prompt: "What theme keeps appearing in different contexts? What's trying to emerge that isn't being directly expressed?"

My chosen approach(es):

Example:

I'll primarily use Poetry to understand the emotional undercurrents of how teenagers describe mental health, then Divination to connect patterns across different platforms and expressions.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

�� PHASE 2: SENSING

5. CHOOSE COLLECTION MODE

Select your primary approach to gathering signals:

How you collect data influences what you'll find and how deeply you'll understand it. SCRAPPY

Manual, hands-on, gut-guided

Boolean searches

Browser extensions

Direct observation

Example Scrappy Approach:

For understanding how new parents talk about sleep deprivation, I'll manually search parenting forums using Boolean queries like "newborn AND (sleep OR insomnia) AND (exhausted OR tired)" and save screenshots of meaningful threads. I'll also observe Instagram comments on popular parenting accounts.

AUTOMATED

n8n flows, APIs, scheduled

RSS feeds

Automated monitoring

Scheduled crawls

Example Automated Approach:

I'll set up an n8n workflow that monitors specific subreddits using the Reddit API, filtering for posts with >50 comments and containing keywords around "sustainable fashion." Results will be sent to my Notion database daily with key metadata tagged.

My approach and tools:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

6. ACTIVATE DIGITAL SENSES

Which of the following senses will you engage for this project?

Just as humans have multiple physical senses, digital sensing requires tuning into different types of signals.

�� SIGHT: Visual patterns, aesthetics, symbols Sources: Pinterest, Instagram, visual trends

Example: For a home organization project, I'll track visual trends in minimalism by analyzing the color palettes, spatial arrangements, and object styling in top-performing Pinterest pins tagged #organizationgoals

I'll look for: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

�� HEARING: Language, tone, questions Sources: Reddit, Twitter, discourse analysis

Example: To understand concerns about AI ethics, I'll monitor how people frame questions in r/ArtificialIntelligence, noting recurring metaphors, emotional language, and shifts in terminology over time

I'll listen for: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

�� TOUCH: Behaviors, workarounds, hacks Sources: Reviews, how-tos, DIY solutions

Example: For improving our banking app, I'll study how users describe workarounds in app reviews and YouTube tutorials, paying attention to friction points and creative solutions they've developed

I'll feel for: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

�� SMELL: Early signals, undercurrents Sources: Niche forums, leading edge communities

Example: To predict future food trends, I'll join small Discord servers where professional chefs share experimental techniques, looking for concepts that appear repeatedly but haven't hit mainstream yet

I'll sense for: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

�� TASTE: Resonance, stickiness, desire Sources: Engagement metrics, content loops

Example: For our podcast strategy, I'll analyze which episode clips get saved and reshared most frequently on TikTok, identifying the emotional hooks and storytelling devices that create the strongest resonance

I'll track for: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

7. ESTABLISH RHYTHM

Define the tempo and boundaries of your listening:

Effective listening requires the right cadence and ethical guardrails.

Frequency (daily/weekly/monthly)

Example: I'll collect signals daily from Instagram and Reddit, with a more in-depth analysis of Pinterest trends weekly

How often I'll collect signals: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Timing considerations (peak activity)

Example: Reddit community is most active on weeknights after 8pm EST, so I'll focus collection during these peak conversation times

Best times to listen: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Reflection pauses (space for synthesis)

Example: Every Friday morning, I'll block 2 hours to review the week's signals before collecting more, allowing patterns to emerge

When I'll pause to synthesize: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Ethical boundaries for collection

Example: I will not collect personally identifiable information, only engage with public content, and will be transparent about my purpose if directly interacting with community members

What I won't collect or how I'll respect communities:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

�� PHASE 3: SYNTHESIS

8. SETUP MARKET SIGNAL INBOX

Create a system to capture and organize what you find:

Your signal inbox is where scattered data points begin to become meaningful intelligence. Choose tool (Notion, Airtable, other)

Example: I'll use Notion because it allows flexible organization with databases, rich text formatting for context, and easy linking between related signals

My chosen tool: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Create systematic organization system

Example: My Notion setup will include a database with pages for individual signals, linked to insight pages where patterns emerge. Each signal will have a source, date, digital sense, and themes as properties

My organizational structure: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Focus on quality over quantity of signals

Example: Rather than capturing every mention, I'll focus on signals that reveal an unexpected viewpoint, contain emotional depth, or represent a pattern I've seen across multiple sources

My quality criteria: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Tag by source, emotion, theme

Example: I'll tag signals with emotional states (anxious, aspirational, frustrated), emerging themes (control, authenticity, simplicity), and source types (leading edge, mainstream, early adopter)

My tagging system: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

9. RECOGNIZE PATTERNS & GENERATE INSIGHTS

Analyze your signals across multiple dimensions:

True insight comes from synthesizing across rational and emotional domains. Mind: Logic and rational patterns What's explicitly stated or measured

Example: The data shows parents are mentioning "screen time guilt" 73% more frequently than last year, with particular concentration in working parents with children under 10

Logical patterns I'm seeing: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Heart: Emotional resonance What's felt but not always expressed

Example: Beneath the practical questions about device limits is a deeper emotional current of parental identity crisis - when parents describe screen use, they're really wrestling with what it means to be a "good parent" in the digital age

Emotional currents I'm detecting: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

10. BUILD YOUR MARKET SECOND BRAIN

Transform insights into an evolving knowledge system:

Your second brain is a living repository of market intelligence that evolves over time. Create a living repository of market intelligence

Example: My market second brain will be organized around key consumer tensions rather than demographics or product categories, allowing insights to transcend traditional boundaries

My second brain structure: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Connect insights to strategic opportunities

Example: Each insight card will include a "Strategic Implications" section that explicitly links the finding to business opportunities, with tags connecting to relevant departments or initiatives

Strategic connections I'm making: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Maintain and evolve with new signals

Example: I'll review the relevance of existing insights monthly, adding new supporting signals or noting contradictory evidence, and retiring insights that no longer reflect current conditions

How I'll keep this updated: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Make this knowledge accessible for decisions

Example: I'll create a weekly insight digest for leadership, maintain a searchable insight library for product teams, and host monthly insight workshops to ensure findings directly inform strategic planning

How I'll share with stakeholders: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

APPLIED EXAMPLE: Beauty Brand Listening Post

Core Challenge: Get millennial women to feel confident exploring clean beauty BY understanding the tension between ingredient awareness and overwhelming choice

Data Terrain: Strategic + Exploratory (anticipating future beauty needs)

Collection Mode: Scrappy approach focusing on Reddit skincare communities and Pinterest visual trends

Digital Senses Activated:

SIGHT: Clean beauty visual aesthetics on Pinterest

HEARING: Language around ingredient concerns on Reddit

SMELL: Early signals from dermatologist TikTok accounts

Key Insight Generated:

If consumers are increasingly researching skincare ingredients online BUT feel overwhelmed by conflicting information, THEN simplicity and educational transparency become more valuable than claims of "natural" or "clean" alone.

Second Brain Application:

Created an "Ingredient Education Journey" map showing how consumers move from curiosity to confusion to confidence, with strategic opportunities identified at each stage.

REFLECTION QUESTIONS

After running your listening post for at least one week:

What surprised me during this process?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What patterns emerged that I wasn't expecting?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How will I refine my approach next time?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What actions or decisions resulted from my insights?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

"Listen not just for what people say, but for the gaps between their words. That's where the future hides."

Remember: The goal isn't to gather massive amounts of data, but to create the conditions for meaningful insights to emerge through attentive, ethical listening in the right places.