

A DAY IN THE LIFE

A Day in the Life of a Research & Innovation Team.

Featuring **Emma Smith** and **Jackaline Chow** from the British Red Cross.



8:30 AM



No two days are the same. Emma and Jackaline begin by checking emails and Teams messages to identify top priorities. Emma often joins a standup with her 15-person insight team to align on what everyone's working on and spot opportunities to collaborate. A good cup of coffee sets the tone for the day ahead.

10:00 AM



Both dive into deep work. Emma may be reviewing thousands of supporter responses, cleaning data, and highlighting key themes. Jackaline could be focused on strategic planning, like preparing the transition of a successful innovation pilot, such as the Humanity HODLRS campaign, to a fundraising team for scaling.

12:30 PM



Midday brings time to recharge or recalibrate. They might grab lunch, check in with colleagues, or reprioritize to-do lists. Jackaline keeps hers dynamic, adjusting based on urgency and what stage her projects are in.

2:00 PM



The afternoon is often dedicated to collaboration. Emma supports teams preparing new Voxpopme studies — reviewing briefs, finalizing questions, and getting ready to present findings. Jackaline may be analyzing recent video feedback or drafting next steps in an innovation sprint.

4:00 PM



Insights move toward action. Whether through presentations, showreels, or internal share-outs, Emma and Jackaline focus on making research findings resonate. This is where key moments of influence happen, bringing ideas to life or securing stakeholder buy-in.

5:00 PM



The day winds down with a quick reflection and planning for the next day. Jackaline updates her to-do list, while Emma might share a standout supporter quote with her team, keeping energy high and purpose front and center.