

## Engage Experts for Longer-term, In-depth Engagements

Leaders face countless, critical decisions with limited time and resources. GLG Projects leverage the world's largest and most varied source of first-hand expertise to deliver the quantitative and qualitative insights you need to act with confidence.

GLG Projects engage our experts for longer-term and more in-depth engagements. For each engagement, we staff one or more top-tier consultants and subject-matter experts with experience across industries and disciplines. Our work includes fully managed market assessments, brand analysis, voice-of-customer studies, competitive landscape analysis, and staff augmentation to support your work.

### How It Works

Throughout each engagement, a GLG Projects team lead oversees a handpicked team of expert consultants to maximize efficiency, ensure accountability, and deliver powerful insights.

**SCOPING** A dedicated Projects team scopes project objectives, timeline, deliverables, and resources for each client.

**SELECTION** We curate a team of industry experts with first-hand experience and seasoned, top-tier consultants with a track record of thought leadership.

**EXECUTION** The Engagement team uses our diverse resources and dedicated partners to execute on the project. Our Projects team oversees the timeline and deliverables.

### What Sets Us Apart

#### Fast Activation

We rapidly deploy an engagement team of experienced, top-tier consultants for your project.

#### Clear Oversight

Our tightly managed model brings you powerful insights on time and on budget.

#### Flexible and Scalable

Our responsive model allows you to adjust the scope of research and the size of teams as your needs evolve.

### GLG Projects in Action

#### B2B Growth Strategy for Big Tech Clients

A B2B tech company wanted a product aimed at large tech firms and was deciding between internal development and acquisition:

- GLG formed an Engagement team that interviewed 14 senior leaders who had recently left these companies and could speak to their needs.
- The Engagement team identified three areas where GAFA (Google, Apple, Facebook, Amazon) companies struggle to develop in-house IT capabilities.
- The client focused its strategic analysis and diligence on these areas, saving time and money.

## The World's Knowledge Marketplace

GLG's network includes more than 700,000 experts worldwide. Our global team works with you to identify and recruit the professionals who can add the most sophisticated insights to your research.

### Growing Expertise

Our global team hand-selects and adds more than 200 new expert professionals to our network per day on average.

### Precise Matches

We combine the human insight of our team with an artificial intelligence (AI)-driven matching platform to find the right people.

### Highest Standards

Our unparalleled Compliance Framework allows clients to engage with experts through a trusted platform, supported by dedicated tools, thoughtful protocols, and trained professionals.

## GLG's Full Suite of Services That Connect You to The World's Knowledge Marketplace Include:



### GLG Consultations

GLG Consultations connect you with an expert in a specific topic, business, or industry for a call or an in-person or video meeting.



### GLG Events

GLG Events offer real-time engagements, from teleconferences and remote or in-person roundtables that respond to shifting market dynamics to custom workshops and focus groups.



### GLG Library

A subscription to GLG Library gives you access to thousands of teleconference transcripts and webcast replays from events led by our global subject-matter experts.



### GLG Placements

GLG Placements bring C-suite professionals to you so you can quickly get your team up to speed.



### GLG Projects

GLG Projects engage our experts for longer-term and more in-depth, multi-mode consultations.



### GLG Surveys

GLG Surveys help you meet your research objectives by delivering a full spectrum of insights, leveraging the world's most robust and diverse source of first-hand B2B expertise.

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### Want to Know More?

We'd love to talk. Call us: +1 212 984 8500 Visit us: [glginsights.com](http://glginsights.com)