



## **If You Don't Know Where You're Going June 2026**

By Linda Rink, President, RINK Consulting

We've all heard the phrase: *"If you don't know where you're going, any road will get you there."* The actual dialogue is between Alice and the Cheshire Cat, in *Alice's Adventures in Wonderland*:

- Alice: *"Would you tell me, please, which way I ought to go from here?"*
- Cat: *"That depends a good deal on where you want to get to."*
- Alice: *"I don't much care where —"*
- Cat: *"Then it doesn't matter which way you go."*

Aimlessly picking a path leads to misadventures for Alice. Real life has a way of mimicking this.

I am often reminded of this truism when dealing with clients who don't really know what they want. They want some research, to be sure, but why? For what purpose?

This can be frustrating for all involved, because much time can be wasted in trying to understand just what information is needed. Even worse, discussions of research methodology are then driven by secondary parameters such as budget and timeframe, rather than by real business objectives.

**Key takeaway?** Before you begin any research project, be clear about why you are doing the research. Ask yourself these two key questions:

- 1) What specific information do I need?
- 2) What am I going to do with the information, once I get it?

Only when you can answer these questions, can you start to address the "where," "how," "when," and "how much" details for your project.

***Because if you don't know where you want to go, you may discover too late that you have taken the wrong path.***

***Need help understanding your research needs?***

***Contact me at [lrink@LindaRink.com](mailto:lrink@LindaRink.com).***