

Skopos.

Research Capacity Check

7 signs your insight team may be stretched –
and what to hand off first.





01 | INTRODUCTION

Why research capacity matters

Insight teams are under more pressure than ever – more questions, faster timelines and higher expectations. When capacity is stretched, the risk isn't just burnout. It's missed opportunities, slower decisions and lower-impact research.

This quick check will help you spot the signs, understand the impact, and identify what to hand off first – so your team can focus on the work that matters most.

A HEALTHIER, MORE IMPACTFUL INSIGHT FUNCTION



More time for what matters

Free up capacity to focus on strategic, higher-value work.



Better business outcomes

Get the right insights at the right time to inform bigger decisions.



A more sustainable team

Reduce pressure, prevent burnout and create space for what's next.

Signs 1-4: Is your insight team stretched?

If several of these sound familiar, it may be time to consider where external support could help.

1



Longer turnaround times

Projects are taking longer to get out the door, even for familiar methodologies.

2



A growing backlog

Requests are piling up, making it harder to prioritise.

3



Less time for strategic thinking

Day-to-day delivery is crowding out time for deeper analysis and bigger questions.

4



Increasing pressure on the team

Your team feels stretched, with less room for new ideas or unexpected requests.

Signs 5-7: Further signs to watch for

These signs often show up when teams are operating at or beyond capacity.

5



More tactical, less innovative

There's less time to explore new approaches or test bolder ideas.

6



Stakeholder frustration

Internal stakeholders are chasing updates or sharing concerns about the pace or depth of insight.

7



Compromises on quality

To meet deadlines, you may have to scale back scope, use less robust methods or accept 'good enough'.

Constant firefighting isn't a sustainable way to deliver impact.

Your score and what it means

Tally up how many of the 7 signs feel familiar, then see what it could mean for your team.

0-2

signs

In a good place

Your team's capacity looks healthy. Keep focusing on high-value work and maintain balance between delivery and strategic thinking.

3-4

signs

Watch for pressure

A few signs of strain. It may be time to offload some tactical work to free up capacity and prevent bottlenecks.

5-7

signs

Time to take action

Your team is likely stretched. Consider handing off selected projects to an external partner to reduce pressure and focus on what matters most.

WHAT TO KEEP CLOSE VS WHAT TO HAND OFF



Keep close

Strategic direction and key business questions

Internal context and sensitive stakeholder knowledge

Stakeholder relationship management

Final decision ownership



Consider handing off

Project management and supplier coordination

Fieldwork, recruitment and moderation

Data processing, coding and tabulation

Reporting, visualisation and synthesis

International or multi-market delivery

Ongoing trackers and programme delivery



04 | NEXT STEPS

Bring one live research challenge **to Skopos.**

See how the right support can give your team more capacity, fresh perspective and greater impact – without adding to the pressure.

Start a conversation →

ask@skopos.agency



EXPERT SUPPORT WHEN
YOU NEED IT



MORE CAPACITY FOR
BIGGER QUESTIONS



HIGHER IMPACT FOR
YOUR BUSINESS