



MONTHLY
BAROMETER

RESEARCH



VERTICAL BAROMETERS

In addition to the Monthly Barometer, we produce vertical, sector-specific Barometers.



Vertical Barometers

FAMILY ENTERPRISE BAROMETER for the
Family Enterprise Foundation

FOOD BAROMETER, proprietary for a global
food company

WELLNESS BAROMETER for the Global
Wellness Institute, USA

Should you be interested by a Vertical
Barometer, let us know.



BESPOKE RESEARCH

Monthly Barometer undertakes tailor-made research and analysis for its community members. It is proud to count amongst its clients some of the world's most prominent families and global companies. MB 100 members enjoy favorable terms and conditions for bespoke research projects.

—→ Testimonials upon request.



OUR METHODOLOGY

(1) DIVERSITY

(2) ANALYSIS OF
COMPETING HYPOTHESIS

(3) HOLLYWOOD BUSINESS
MODEL

(1) DIVERSITY

Research proves that diversity makes a group more intelligent. The Monthly Barometer high-level network is characterized by diversity:

- (1) Diversity of origin
- (2) Diversity of background
- (3) Diversity of opinion
- (4) Diversity of information
- (5) Diversity of attitude

(2) ANALYSIS OF COMPETING HYPOTHESIS

The "analysis of competing hypothesis", a method developed and recommended by Senior Intelligence officer Richard Heuer, is the conceptual framework we've chosen for the Monthly Barometer. The reason is this: as human beings, our judgment is plagued by our biases. We tend to form opinions by falling back on intuitions and then seek out evidence to confirm and comfort us in our position, shutting down any dissonant information. The "analysis of competing hypotheses" is a response to this problem. It works by formulating two opposing arguments about any given issue and examining fresh information to see which one is gaining ground – we do this by talking to our network and forcing ourselves to consider all sides of an argument. Each bullet point of the Monthly Barometer and our research are subjected to this scrutiny. Thus armed, we form our opinion and express our conviction.

(3) HOLLYWOOD BUSINESS MODEL

An approach to business that benefits from an exceptional global network among decision-makers (business, investment, policy).

HOW DOES IT WORK?

A project / mandate is identified

A team – composed of the best human capital available in the market place – is assembled

The team is based on the specific requirements of the project / mandate. It works for precisely as long as is needed to complete the task, and then disbands

WHY DOES IT WORK SO WELL?

The team is “ad-hoc”. Contrary to a “company” team, it can regroup diverse people with diverse backgrounds and complementary skills

Its delivery is tailor-made; i.e. no one-size-fits all solution or identical product

Agility + Flexibility + Celerity

ANYTHING ELSE YOU'D LIKE TO KNOW?
PLEASE ASK.



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