Dear Q-Group Members and Friends;

The objective of the **Participants’ Perspective** is to put forward an honest and intelligent impression of what the speaker said that has relevance to the average participant in the audience. The focus is on [1] practical significance to practitioners; [2] appropriateness and rigor of quantitative methods; and [3] novelty of results.

The **Participant Perspective** is not a formal academic review, and serves several objectives:

- Please note that these are audience-level impressions, based on discussions and notes made during the presentation. This is not written from the author’s perspective, but from that of the practitioner: how can this help to deepen my appreciation for the subtleties of my profession?
- The reviews are fit into a framework which encompasses the perspectives of Q Group members: Importance, Investigation, Innovation, and Insights. This framework focuses on what the audience should expect from an interesting and well delivered presentation.
- Brevity rules: one page max. In today’s busy world, we need to zero in on important information and bypass that which is less relevant.
- One key goal is rapid distribution: for these Perspectives to be available within days of the end of the session, and to provide a quick view accessible to busy readers.
- Q needs to reach out beyond the seminar attendees, particularly to:
  1. The organizations that generously fund the Q-Group through their participation.
  2. Those who might like to attend but can’t for various reasons, especially those who might wish to become Q-Group members.

If what you read here intrigues you, go first to the Seminar Reviews, the slides and papers which are readily available at [www.Q-Group.org](http://www.Q-Group.org). In fact, the whole goal here is to encourage the reader to delve deeper into subjects they find relevant and interesting.

For several years we have been promising a blog that all members can interact with. We are in the process of setting up such a facility, and hope to have it live shortly. All that said, the success of this effort rests upon YOU. We look forward to an active and vital blog interaction. All feedback is most welcome.