



RIVA Highlights

- ★ Jo Ann is attending the 2026 QRCA Annual Conference in San Antonio in February. In addition to being able to connect with her fellow quallies, this also provides an opportunity for her to visit her son who lives in TX and meet the people he cares about.
- ★ RIVA staff held a potluck for our bi-annual AHOD meeting at the start of January as we prepared for the year ahead.



Celebrating 45 Years!



Use code **RIVA45** when you register for your class.

**Excludes RIVA 199V, 433, or any 600 level courses. Only valid for classes offered from January 1st through May 31st. Cannot be combined with other discounts or scholarships.*

Upcoming RIVA Courses

[RIVA 199V: Project Management & Screener Development](#)
Apr 20

[RIVA 201: Fundamentals of Moderating](#)
Virtual:
Feb 9-11 *Registration closes 1/30*
Apr 13-16

In-Person:
Mar 2-5
Mar 23-26

[RIVA 202V: Skill Acceleration](#)
Mar 9-12

[RIVA 207V: Fundamentals of IDI Moderating](#)
Feb 23-26 *Waitlist only*

[RIVA 241: Qualitative Analysis & Reporting](#)
Mar 16-19

[RIVA 303: Advanced Moderating](#)
Apr 20-23

Schedule Your Refresh!

RIVA introduced our new Moderator Refresher course in 2025. RIVA alums can now schedule a day to have their skills re-evaluated and get coaching to improve. Contact Linda at linda@rivainc.com if you're ready to schedule or would like to learn more about the course.

Customize a RIVA Course for Your Team!

If your team needs training or a specialized class to help reach your goals for 2026, contact us about customizing our Gold Standard courses. For interest in custom courses, reach out to Amber at amber@rivainc.com.

RIVA's Online Moderating Classes

Interested in expanding your moderating repertoire to online moderating? Learn more about the various online methodologies, how to choose between them, making the most out of them, and more in our online moderating series. You can also bundle and save when you take two or more courses. Contact us for more information!

A promotional graphic for RIVA's Online Moderating Classes. The background is a light-colored desk with a white coffee cup, a computer mouse, a pen, and some crumpled paper. The RIVA logo (MARKET RESEARCH RIVA TRAINING INSTITUTE) is at the top center. The main title "RIVA's Online Moderating Classes" is in large black font. Below it, three course options are listed in red and black text: 610V: Moderating Online Message Boards (Feb 17-19), 614V: Moderating Real-Time Text Chats (Apr 8-9), and 618V: Moderating Video Chats (Jun 2-3). At the bottom, a note says "Bundle & Save 10% on your tuition! Contact Linda for details (linda@rivainc.com)."

MARKET RESEARCH
RIVA
TRAINING INSTITUTE

RIVA's Online Moderating Classes

610V: Moderating Online Message Boards Feb 17-19	614V: Moderating Real-Time Text Chats Apr 8-9	618V: Moderating Video Chats Jun 2-3
---	--	---

Bundle & Save 10% on your tuition! Contact Linda for details (linda@rivainc.com).

Note: Registration for 610V: Moderating Online Message Boards closes Feb 6th! Make sure to reserve your spot ASAP!

If you are interested in registering for any of RIVA's upcoming courses, visit our website:
<https://rivainc.com/browse-courses/>

RIVA Market Research

RIVA Coaching Packages

Looking for a research partner in 2026 to ensure you have a successful project? Look no further! With over four decades of experience, RIVA's research team is ready to provide the same standard of excellence to your project as we provide our Training Institute students. We have team members who excel at each stage of the process from project management to final presentation of findings. To discuss projects, you can contact Amber at amber@rivainc.com.

Coming Soon: RIVA Podcasts!

In 2026, RIVA will be posting six podcasts based on industry, life, or business topics. We can't wait for you to hear it. More information will be released soon!

Congratulations to Mandie & Hannah!

The winners of the Naomi Henderson Legacy Awards were announced this week. Mandie Fox received the Teaching Award; Hannah Kaplan the Learning Award.

Congratulations again to both recipients! Thank you for embodying the values of our Founder, Naomi.

Dealing with Imposter Syndrome

Written by: Brittany Mohammed

Coming from a background of writing *and* mild perfectionism, imposter syndrome is a long-time frenemy I'm quite familiar with. Whether it's walking into the research room or writing the perfect sentence, the feeling of not being qualified enough, smart enough, or whatever enough lingers over your shoulder. Often, this can lead to being intimidated in places where you are actually the expert and stifling your voice when you really need to be the loudest one in the room.

It happens with even experienced Moderators – it's not just a newbie thing.

So how do you keep it from interfering with your career and your goals for the research project you're working on?

1. Continue your education – **the more you learn, the more you grow.**
This isn't just a one-time learning career. Constant improvement, evaluation, and learning from mistakes is how we keep our skills fresh and avoid complacency/over analyzing our performance.
2. **Accept the nerves, let the “not good enough” thoughts go.**
Nerves mean that you're alert; you know that what you're about to do is important. The negative

If you would like more prolonged learning or guidance on qualitative market research challenges, topics, or needs, RIVA also provides coaching packages! Customize how often, how long, and what topics you need to cover in order to reach your professional goals in 2026! Contact Linda at linda@rivainc.com to begin outlining your plan.

#AskRIVATrainer 2026, Episode 2 – Save the Date!

Join Brittany Mohammed on March 13th at 1pm ET on our [Facebook page](#) to ask questions regarding writing qualitative reports. If you'd like to submit questions ahead of time, please email them to brittany@rivainc.com.



“not good enough” thoughts, not so much. Like our personal opinions on the product, service, or idea we’re moderating about, pack up those negative thoughts about yourself in a suitcase and leave it at the door to the research room. Go in, get to know people, get the data, and get out. (It’s okay to have fun, too!)

3. Sometimes, you just need to **remind yourself you’re the expert**. Especially when you’re hired as the Moderator, remind yourself that you are the one who knows what you’re doing. You didn’t get selected because there was no one else; they hired you because you know what questions to ask, how to ask them, and how to get what your Client needs.
4. Accept **there are no perfect Moderators** – and the world isn’t going to end if you make a mistake. We often remind our students that no one is going to run into the room to point out a “why” question was asked; the group isn’t going to completely fail if a “do you” question slips into the room. If you’re making a concerted effort to avoid Moderator errors but **prioritizing getting data over a “perfect” performance**, then you’re in good shape.

Imposter syndrome doesn’t really ever fade, but you can learn to live with it and challenge it in your mind. It doesn’t have to lead to poor work or execution. Trust yourself, you’ve got this!