



FOR CONSULTANTS

CHAPTER CONTENTS.

This chapter explains how individual consultants and agencies can include Causal Map and/or Qualia in their next bid.

PAGES IN THIS CHAPTER

Causal Mapping – the evaluation evidence broker

Include Causal Map and Qualia Interviews in your next bid

Research and evaluation consultancies are increasingly getting asked to "apply a causal lens". Sometimes that's possible with quantitative data. But how to rigorously identify, synthesise and visualise causal narratives within **qualitative data** like interviews and reports?

Add Qualia to your next bid

Interviews are **deep but expensive**. **Questionnaires** are **cheap but shallow**.
