



# FOR CONSULTANTS

## CHAPTER CONTENTS.

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

### PAGES IN THIS CHAPTER

#### **Include Causal Map and Qualia 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?

#### **Include QualiaInterviews in your next bid**

**Qualia** is our AI interviewer.