



FOR CONSULTANTS

CHAPTER CONTENTS.

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

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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.
