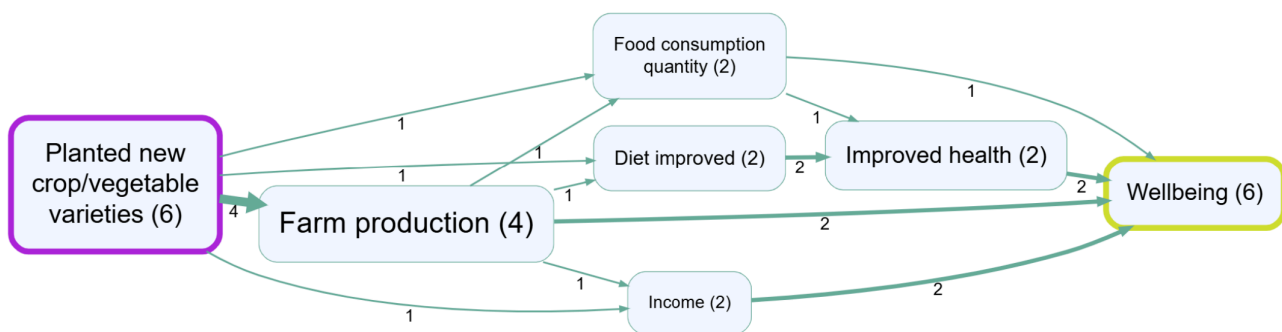


# ★ INCLUDE CAUSAL MAP AND QUALIA INTERVIEWS IN YOUR NEXT BID

## Preparing a bid? Need to apply a "causal lens"?

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?

We can provide that expertise. Here's a **causal mapping bibliography**!.



Two ways to use causal mapping:

- As a light overarching framework for your entire project. Assemble a database of causal evidence from different kinds of sources like interviews and reports. Make sense of it at scale (we can use AI for this, but in a structured and robust and checkable way).
- Just as one part of your project, to **answer specific questions**...

## Questions you can answer

- How does the whole system work, according to your sources? How is it changing? Where are the leverage points?
- What's the evidence that our intervention led to expected and unexpected outcomes?
- What unexpected outcomes were there?
- Does the reality match the plan?
- Do the young people see this differently?

💡 Tip: add **conversational AI-led interviews** to your bid: see the next page.