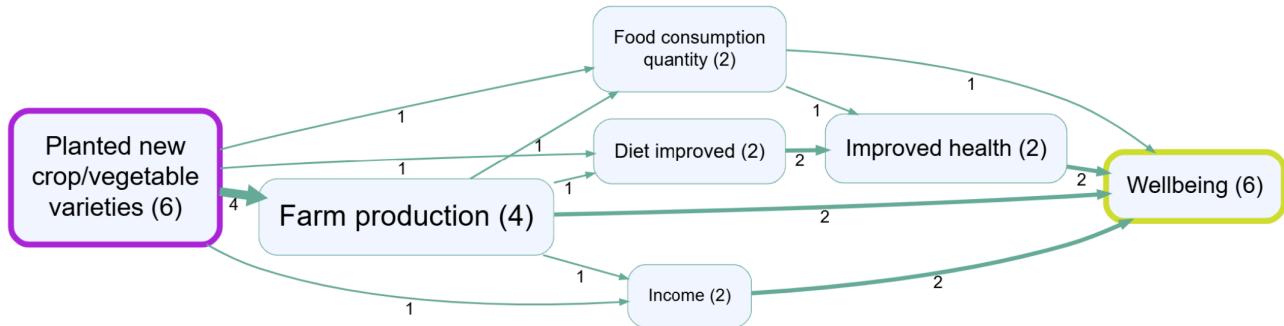


# ★ INCLUDE CAUSAL MAP AND QUALIA INTERVIEWS IN YOUR NEXT BID

## 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?

That is what causal mapping is for. At Causal Map Ltd., we can provide that expertise.



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 outcomes**, and how?
- 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.