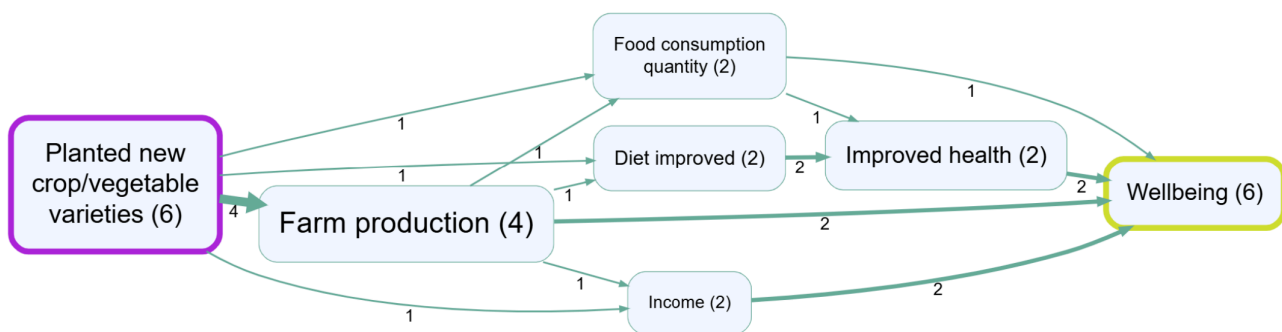


# ★ INCLUDE CAUSAL MAP AND QUALIA INTERVIEWS IN YOUR NEXT BID

## 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.