

TOP 5 TIPS

Code-switching between academia and research consultancy



WRITE AS CLEARLY AND SIMPLY AS POSSIBLE

Use simple, short,
active sentences



SET YOUR PROJECT UP FOR SUCCESS

Take time to analyse and
plan before you do



COMMUNICATE OFTEN AND OPENLY WITH YOUR TEAM

Avoid unexpected
setbacks and
misunderstandings



BE CLEAR AND TRANSPARENT ABOUT YOUR RESEARCH APPROACH

Provide recommendations that
follow on from findings



SPEND A LOT OF TIME TALKING TO CLIENTS AND ASKING QUESTIONS

Elicit clear requirements
and expectations