



# INTERACTIVE INSIGHTS

## ACTIONABLE UNDERSTANDING

Interviews, focus groups, and facilitated discussions provide deeper insight into why or how things happen, as well as opportunities for inclusive sense-making and action planning.



# INTERACTIVE INSIGHTS

## RESPONSIBLE RESEARCH ATTRIBUTES

- Stratified sampling across your organization
- Respectful & empathetic discussions
- Multiple interviewers & facilitators with different demographics
- Participants select their preferred input methods & facilitators
- Collaborative interpretation



# INTERACTIVE INSIGHTS

## TARGETED OUTCOMES

- Accessible & inclusive participation
- Candid contributions
- Validated insight: contextualized and triangulated interpretations
- Application-oriented summaries and discussions



# ORGANIZATIONAL RESEARCH SERVICES

**People-first,  
responsible  
research**

## FOUNDATIONAL DEI AUDITS

Research safety audit +  
organizational  
readiness checks

Essential for ethical  
data collection

3-6 weeks

## INCLUSIVE SURVEYS & ANALYSES

Collaboratively  
designed surveys +  
inclusive sense-making

Excellent for strategic  
learning

8-12 weeks

## INTERACTIVE INSIGHTS

Interviews, facilitated  
discussions, and/or  
focus groups + inclusive  
sense-making

Ideal for action  
planning

8-12 weeks



# VALIDEI

**FOR AN INITIAL CONSULTATION**

[www.calendly.com/validei/20min-intro](http://www.calendly.com/validei/20min-intro)

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