

### LFA is your research partner to:

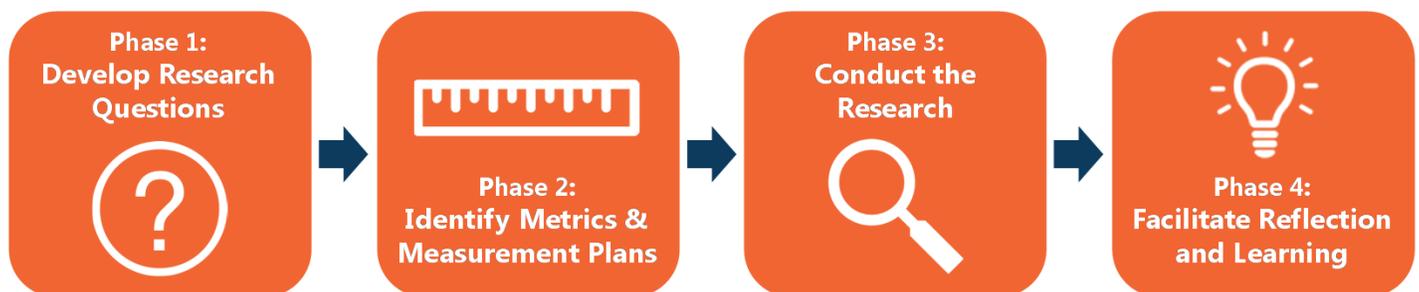
- Provide high-quality data that responds to your specific organizational needs and interests
- Facilitate highly engaged partnerships with stakeholders that ensures authentic opportunities for participation in the research process
- Increase your ability to make data-driven decisions about your next steps in achieving your mission

We provide reliable and meaningful information about organizations' focal populations, stakeholders, funding, service, and policy landscapes so that organizations can make informed decisions about programming, resource allocation, and advocacy strategies that further their goals.

We bring wide-ranging **methodological expertise**, connection to the **community**, and a **passion for learning** to our research engagements. By presenting high-quality data in accessible products combined with thoughtful facilitation, we make it easy for organizations to make data-driven decisions about what's next.

## OUR PROCESS

While each study is unique, most engagements involve four phases:



**Phase 1: Develop Research Questions.** We start by helping our clients clarify and articulate what they want to know, in particular, and what they need to understand in order to make informed and strategic decisions.

When you tell us what you want to know, we will ask you **why**, and then make a plan for how you will use the answers. This process ensures that we arrive at a set of targeted and insightful research questions that will yield not just good information, but the **right** information.

*Learning for Action enhances the impact and sustainability of social sector organizations through highly customized strategy, evaluation, and research services.*



**Phase 2: Identify Metrics and Measurement Plans.** LFA will work with your organization to identify the metrics that will be used to answer your research questions. Once we are clear on the information you need and how you will use it, we craft a customized research design and measurement tools.

Virtually all of our projects involve a mixed-methods approach, such as a combination of surveys, interviews, and site visits. This mix of qualitative and quantitative methods enables us to triangulate findings and enhance our confidence in conclusions. Whenever possible, we integrate participatory research methods to elevate the perspectives of a range of relevant stakeholders, including the most vulnerable among them.



**Phase 3: Conduct the Research.** We have expertise in a wide range of research methods and designs:

- **Organizational assessments:** We draw on standardized as well as customized tools, and engage stakeholders in a systematic process to understand organizational strengths and areas for development.
- **Needs assessments:** We employ a broad array of research methods—from analysis of service use data to population-based surveys to in-depth interviews—to provide reliable data on how to best serve a given population.
- **Landscape studies:** We examine the field within a given sector or geographically-based location to understand assets, gaps, and areas of strength and development that can form the basis of calls to action to advance that sector or field.
- **Market assessments:** We conduct research to understand an organization's environment and identify its unique niche, so that we can find ways for it to capitalize on significant and sustainable opportunities.
- **Population-based surveys:** When there is a need to understand the prevalence of community characteristics, needs, attitudes, and perceptions, we use sampling procedures and survey approaches that allow for generalization to a population level with confidence.

Whatever the design, we collect the data necessary to answer the research questions, rigorously analyze the data, and prepare engaging products to communicate the findings.



**Phase 4: Facilitate Reflection and Learning.** With results in hand, LFA expertly facilitates a process to help organizations make meaning of the data in a way that informs decisions and actions to strengthen the work of their missions. We work with our clients to make sure the answers to their questions are clear and that they are equipped to act on the information we provide.

LFA's disciplined, methodical, and responsive approach to research will leave you with data you can trust. Our engaging reports and participatory discussions about the findings will leave you with new insights and inspiration to make data-driven decisions. We love seeing what our clients can do with this kind of actionable information!