Code-switching between academia and research consultancy......... Authors: Hellen Parra-Florez, Founder; Anna Brady, Project Management Consultant; Kat Kucaba, Research Consultant, Code-Switch Consultants

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

Code-switching between academia and research consultancy

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