



CODE-SWITCH CONSULTANTS

Code-Switching: the phenomenon in which speakers of more than one language switch between languages within the same conversation

Code-switch between academia and research consultancy with the CSC consultancy method

A guide for researchers

SET YOURSELF UP FOR SUCCESS

1. Engage clients & stakeholders from the outset - nail down the problem & the client's requirements
2. Be outcome & product-oriented, as opposed to task-oriented
3. Take time to plan robustly & realistically - the devil is in the detail
4. Consider risks & mitigations - prevent avoidable issues
5. Formally record what you agree to deliver - avoid disputes later on



MONITOR & CONTROL PROGRESS



1. Spend time each week monitoring & managing the plan & risks
2. Engage clients & stakeholders - ensure fit-for-purpose products
3. Communicate progress regularly - avoid nasty surprises
4. Ensure the right people get the right information at the right time to make the decisions required to progress
5. Assess the impact of changes, e.g. delays, costs, incorrect assumptions, scope creep - be upfront & renegotiate if required

CODE-SWITCH!

1. Understand your audience(s), what is important to them & their information needs when creating presentations & reports
2. Ask about expectations, house style guidelines & templates
3. Write in a business style - be concise, communicate key messages
4. Lose the jargon - use online [readability tools](#) to help simplify writing
5. Don't be put off by red pen - there is a process of review & revision before achieving sign-off



REFLECT, LEARN & IMPROVE



1. Reflect on every consultancy engagement
2. Engage clients & stakeholders in evaluation - different perspectives
3. Facilitate open & honest discussions about what went well & what could have been better
4. Identify key lessons for future initiatives - what should you & others stop, start, or continue to do
5. Share with clients & stakeholders so you can all learn & improve

Find out more



#VitaeCon2021

www.codeswitchconsultants.com