CODE-SWITCH
CONSULTANTS

Research Consultancy Programme

Project Brief

About the organisation	
Name of the organisation	
<enter name of organisation>	
What type of organisation are you?	
<enter here, e.g. SME, social enterprise, start-up, co-operative>	
Briefly describe your organisation	
Provide the following information and anything else of relevance: *When was the organisation established?* *What is the nature and purpose of your work?* *What is the history of the organisation?* *How many employees do you have?*	
Organisation website	
<enter website address here>	
Project contact 1	**Project contact 2**
Name: Position: Tel: Email:	Name: Position: Tel: Email:

Project details

Project title

<enter project title here>

The challenge

Context
Provide enough background and context to explain how and why the challenge arose, e.g.:

- *Audit recommendations*
- *COVID-19*
- *New government guidelines, laws and regulations*
- *Opportunity to acquire a new business or expand into new markets*
- *New corporate strategy*
- *Change of business direction*

Description
Describe the specific challenge the project needs to address, e.g.:

- *Key business issues*
- *Gaps in knowledge*
- *Strategic ambition*
- *Capability*
- *Opportunity for growth/impact*
- *Compliance*
- *Investment*
- *Hybrid working practices*
- *Product validation*

Benefits (outcomes)
Describe the benefits this project will bring to the organisation, e.g.:

- *Insights into target market*
- *Delivering new capabilities such as impact evaluation tools*
- *Evidence-based service development and improvements*
- *Improved decision-making*
- *Confirmation of product/project validity and feasibility*
- *Ability to harness new technologies for business gains*

Research question
What is the key research question for the project?

Submit completed project briefs to hellen.parraflorez@codeswitchconsultants.com.

By submitting this project brief you confirm you have read and accepted the requirements of the programme as set out on the Code-Switch website.