

Commissioned Research



Qualitative research to support better decisions

What are you trying to understand?

Organisations often need deeper insight before they can make good decisions. That might mean understanding lived experience, changing needs, stakeholder perspectives, emerging issues, or why something is not working as expected.

I design and deliver commissioned qualitative research that helps organisations listen more deeply, identify patterns and translate insight into practical direction.



Stakeholder
insight



Programme
learning



Exploratory
research



Strategic
insight



Lived
experience



Future
themes

*Independent
qualitative
research for
organisations
in the UK and
Australia*

The enquiry

Each project begins with a clear question. From there, I design a proportionate qualitative approach using methods such as interviews, focus groups, stakeholder conversations, document review and thematic analysis.

The aim is not simply to gather information, but to understand what the findings mean and how they can inform strategy, programmes, policy or organisational decisions.

Why this matters

Quantitative data can tell us what is happening. Qualitative research can help us understand why. It can surface experiences, tensions, unmet needs, and emerging patterns that might otherwise remain invisible—helping organisations make decisions with greater clarity, confidence, and context.

The intention is always for the research to be useful, not simply interesting.

How the research works



Clarify the question

What does the organisation need to understand, and why does it matter?



Listen and gather evidence

Semi-structured interviews, focus groups, stakeholder conversations, document review or other appropriate methods.



Analyse and interpret

Thematic analysis, sense-making and strategic interpretation to identify patterns, tensions and implications.

What you receive

Depending on the project, outputs may include:

- written research report
- executive summary
- board or leadership briefing
- presentation or facilitated sense-making session
- strategic implications and recommendations
- service, programme or policy insight
- further research questions

Research Snapshot

A focused piece of qualitative research around a specific question, typically involving 6–10 interviews and a concise findings report.

Commissioned Insight Study

A deeper study, usually involving 10–20 interviews, evidence review, detailed thematic analysis and strategic interpretation.

Bespoke Research Partnership

For larger, multi-stage or multi-stakeholder projects. Additional associate research and facilitation capacity can be brought in where required.

Research practice

Informed consent · confidentiality and anonymity · responsible data handling · participant well-being · appropriate treatment of lived experience · clarity on how findings will be used

I work with



Membership organisations



Foundations Universities



Research Partners



Health Bodies



Community Organisations



Employers



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Louise Marlina

Louise Marlina is a qualitative researcher, writer and organisational leader.

Her background spans more than 25 years of senior leadership, including CEO and CFO roles within purpose-led and environmental organisations.

She holds a Master's degree in Transpersonal Psychology and brings together qualitative enquiry, thematic analysis, deep listening, organisational experience and systems thinking.

Projects can be delivered independently or with trusted associate research and facilitation capacity in the UK and Australia.

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