



Practical Research Techniques for Intervention Management



Course Date: 6-10 September, 2021 (4 hour per day).

Course Fee: Euro 450 (10% discount if you sign up by June 30). Option also available for more intensive one-on-one support to design your specific research effort.

Training Delivery format: All sessions will be delivered live using Zoom.

Course Overview:

Effective design and management of market systems interventions relies on high-quality market intelligence. This is not a secret. However, collecting data can often feel like a struggle, a choice between cumbersome field work, outsourced surveys that are difficult to manage and interpret, or hiring expensive consultants. We can help you make your data collection efforts more relevant and time and resource efficient. Research can be fun!

This course will show you how to choose, design, and apply suitable research tools to obtain reliable and relevant quantitative and qualitative data for intervention monitoring and management. Good research is about choosing the right tool for the right question and context, not about sample size! We will help you adhere to best practices in research and results measurement by knowing how to mix research methods for generating actionable data. Participants will learn about what questions to ask and what tools to use for their specific research needs. This will not be a theoretical exercise. As part of the course, each participant can work with the trainers and apply what they have learnt on a real-life scenario of their choice.

After completing the course, you will know how to design and implement effective research that helps you become a well-informed implementer.

How to Register:

Please fill out [this form](#) to register. You can also email Nabanita Sen Bekkers (nsenbekkers@opportunitiesunlimited.nl) if you have any questions regarding the course.



Learning Objectives:

- Learn about the **investigative approach** to information gathering;
- Design research that is **cost-effective and manageable**, even by busy implementers;
- Incorporate **short-burst research** efforts for real-time decision making;
- Apply **good monitoring practices aligned with the DCED Standard for results measurement**;
- Learn how to **adapt research efforts based on changing circumstances**. For example, how to gather information remotely;
- Gain hands on experience **using research findings** for intervention design, monitoring or management.

What is investigative research?

Market systems are complex and dynamic. Continued research and analysis is important to understand these systems sufficiently and design relevant and impactful interventions. Traditional research methods such as standardized sample-based surveys are inadequate when you are trying to understand the market or establish early signs of impact. This is because you often do not know which market actors may be involved, how systems work or how change may be taking place.

Instead you need investigative research, done frequently and in short bursts to find out what is happening, how is it happening, and who is involved. Over time, this helps you to gain a good understanding of the market and how change is taking place, which can eventually inform bigger impact assessment efforts or even evaluation.

What can investigative research be used for?

- Intervention design
- Intervention management
- Partner selection
- Portfolio review
- Monitoring
- Learning
- Reporting results

What will you learn from this course?

- How to make a research plan;
- How to implement research (from sampling and questionnaire design to analysis);
- How to ensure data is of high quality;
- Analysis and knowledge management;
- How to use findings in implementation and management;
- Practical tips and examples from the field;
- Certificate of completion

Who is this course for?

- Intervention and portfolio managers;
- RM staff;
- Market development advisors; and
- Consultants

If you design or manage interventions, make deals with market actors, develop business cases or monitor results, this course is for you.

Course Fee:

Two options for courses:

Option 1 (Lean): Euro 450 - Research course plus practical session on **one** example of your choosing

Option 2 (Intensive): Research course plus more intensive hands on research support (research design, analysis, et cetera) on more than one area of interest (course fee will be determined based on effort required).

The Trainers:

Opportunities Unlimited is a technical and management consultancy firm run by practitioners. We have been managers and implementers in some of the most influential Market Systems Development (MSD) programs such as Katalyst in Bangladesh, Propcom in Nigeria, Market Development Facility (MDF) in Fiji, Pakistan, Timor Leste, Sri Lanka, Papua New Guinea, and SHARPE in Ethiopia.

Harald Bekkers holds a PhD in social sciences and political economy for research on knowledge brokerage by business services in emerging economies. Harald was a division manager in Katalyst and team leader of the MDF, which pioneered MSD in shallow markets and post-conflict environments. Harald is an experienced trainer who uses his academic background and practical management experience to coach programs on how to use research for sound strategy and portfolio development and implementation. **Mujaddid Mohsin** has a unique combination of working in results measurement and management of successful MSD programs such as Katalyst, Propcom and MDF. He knows how to do practical research while juggling other program implementation responsibilities which makes him a well-informed and adaptive implementer of the MSD approach. **Nabanita Sen Bekkers** is a technical advisor and auditor of the DCED Standard for Results Measurement. Nabanita has hands-on experience in doing research in programs working with different sectors and under varying contexts (small versus bigger budgets, different staff skill set). She offers customized solutions which balance practicality with technical rigor. **Muneeb Zulfiqar** is a results measurement specialist leading results measurement and coaching teams in different programs across East Africa including SHARPE in Ethiopia, 2SCALE in Kenya and Mali and REACH in Uganda. Muneeb offers a fresh perspective on addressing some of the most relevant challenges faced by research during the pandemic. He can provide tested insights on how to implement remote assessments and how to analyze results in the COVID era.

