

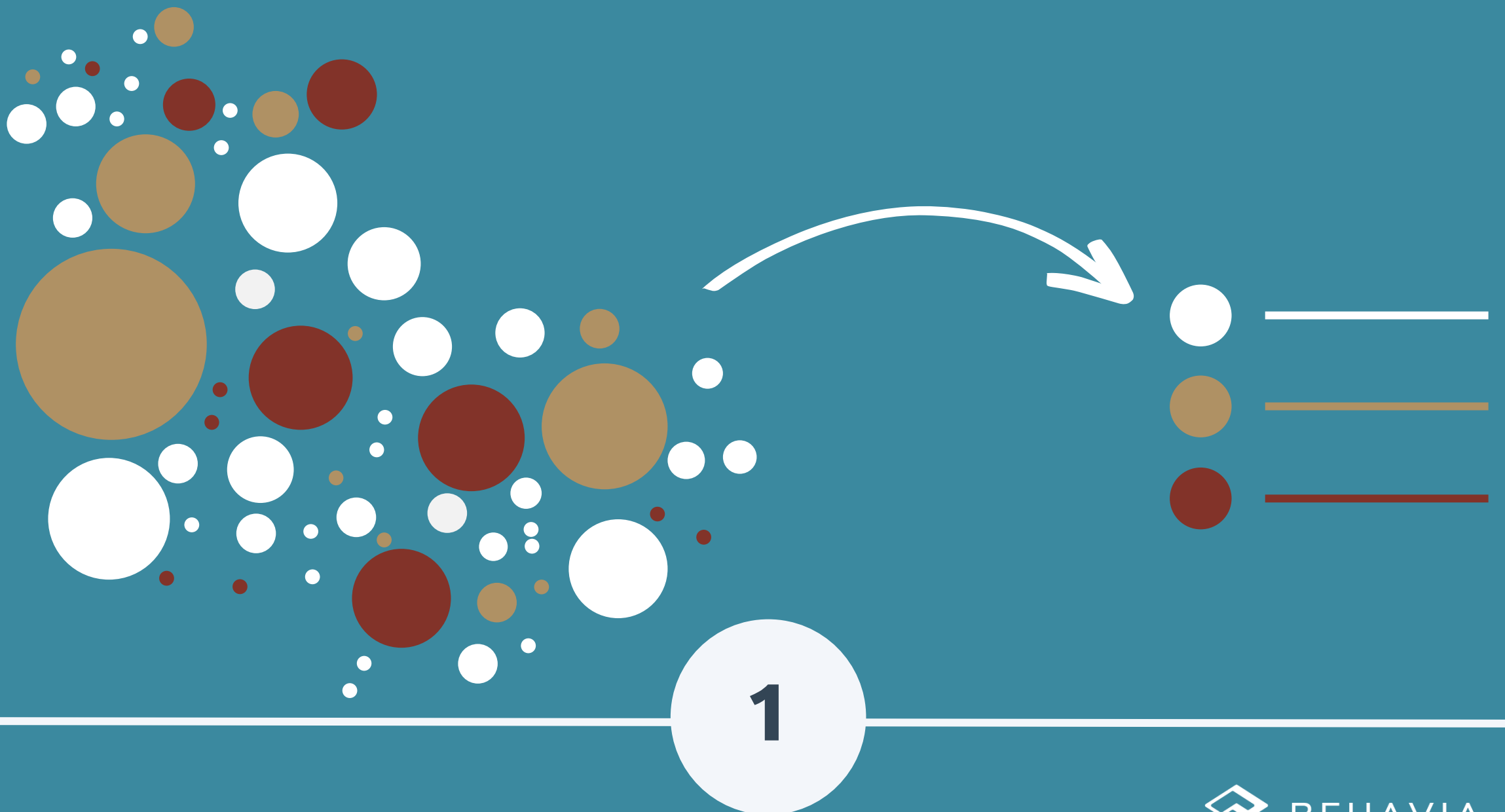
HOW TO DEVELOP POWERFUL RECOMMENDATIONS



WHY FOCUS ON RECOMMENDATIONS?

In research projects, it is crucial to have a robust research design to collect valuable data for our analyses.

It is equally important to focus on the final step of a research project: Turning the collected data into actionable recommendations.



GUIDING QUESTIONS

To craft powerful recommendations, use the following guiding questions: Who, Why, and What.

1 **Who is your audience?**
Your target group determines your recommendations!

2 **Why should people listen to you?**
Your recommendations should be tailored to your target group's interests and needs.

3 **What are you offering?**
Decide which of your results are (most) interesting and based on these insights provide guidance on next steps.

NOW YOU CAN FOCUS ON THE HOW!

Powerful recommendations always are ...

CLEAR

SPECIFIC

**EVIDENCE
BASED**

**ACTIONABLE IN
THE REAL WORLD**

Put yourself in the shoes of the person receiving your recommendations.

3

LEAD SENTENCES

Try to capture each of your arguments in **two lead sentences**:

Sentence 1 should identify the **part of the problem that will be addressed** and what the anticipated **effect of the action** will be.

Sentence 2 should state **what needs to be done** to create and harness the effect in a specific and actionable way.

The implementation of policy X is **cost intensive** and its **effectiveness is still uncertain**. To **avoid investing budget in an inefficient policy**, ...

...we should **pre-test the policy in a pilot experiment**.

People often **do not know how to write powerful recommendations**. To **provide guidance**...

...**share this article widely within your network**.

**CURIOUS TO READ
MORE?**

**CHECK OUT OUR
NEW BLOGPOST!**

