

Our Approach to Using Data

Data can be a secret weapon for every organization. TCG helps you identify what data is needed to tell your story of impact and how to use that data to manage your organization, expand your reach, and accelerate your impact. and **ACCELERATE YOUR IMPACT.**

BEGIN WITH THE END IN MIND.

1 Determine the Purpose and Audience

We first collaborate with our clients to define the purpose of and audience for the data dashboard or report you want to create.



2 Define the Research Questions

We work with you to determine the key questions you want to answer which will inform the data dashboard or report.



3 Gather the Data

We then gather data to answer the research questions. This may include your organizational data, publicly sourced data, data requests to partners, and feedback collected from key partners.



4 Use the Data

We analyze and visualize the data in data dashboards and reports that are tailored to your needs and your audience. We develop a communication and dissemination plan to ensure the data is used to inform improvement and share your impact.



The key to success is already in EVERY organization. Uncovering and activating the right data is the secret weapon for significant change and impact. Let's activate and accelerate together.



GET IN TOUCH

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