**METHODS TO COLLECT INFORMATION**

**Questionnaires, Surveys and Checklists:** Gathering data quickly in a non-threatening manner. **Advantages:** Cheap, anonymous, large volume. **Disadvantages:** Non-specific feedback and sampling issues.

**Interviews:** Used to gather someone's full impression, understanding and insight into a topic. **Advantages:** Range and depth of information, develops a relationship with client. **Disadvantages:** Time consuming and costly.

**Observation:** Gather information about how something operates; in particular the processes. **Advantages:** View processes as they occur, adaptable. **Disadvantages:** Complexity and costly.

**Focus Groups:** Explore a topic in depth through a group discussion. Gain insight into experiences, suggestions, complaints. **Advantages:** Reliability of information and time effective. **Disadvantages:** Difficulties in organising a suitable time for all of the required individuals in the group and it also requires a qualified facilitator.

**Case Studies:** To fully present information on someone's experiences or understanding on a topic. **Advantages:** Range and depth of information. **Disadvantages:** Time consuming and information heavy.

Source: Authenticity Consulting LLC (2018)