highrimpact

# Research Principles

## Good questions come from practice. Good answers come from evidence.

Research keeps our work grounded in problems others recognize, not ones we assume. And it allows us as well as others to challenge our own ideas before we build on them. These principles describe how we choose research questions, how we conduct each study, and how we share what we learn.

### 01 Practitioner relevance

We study questions that practitioners face in their work and that existing research, frameworks, and practices do not yet answer. Before we commit to a study, conversations with practitioners confirm that the question matters to them.

### 02 Research independence

Our research is separate from client engagements, and we do not present client work as research. Because we are a commercial practice, we partner with academic research departments and professional organizations to conduct research, rather than vendors or clients.

### 03 Declared interests

As a practice that also advises organizations, we state our role and interests clearly in each published report. Partners and sponsors are always disclosed.

### 04 Expert review

Each study draws on expertise across disciplines and sectors. We invite experts who are not affiliated with our partners or sponsors to review our research design before data collection begins, and we acknowledge them in the published report, unless they opt out.

### 05 Participant and data protection

Participation is voluntary and based on informed consent. Each study follows the ethics and data protection rules of its partner institution, in line with applicable law. Our reports draw only on aggregated, de-identified data, and highrimpact never uses participants' contact details or individual responses for marketing or sales.

### 06 Open access and transparency

Findings are shared openly and freely, by us as well as our partners and sponsors, so that they can be applied without restrictions. We describe our methods and their limitations alongside the findings, so that readers can judge how far each study's conclusions can generalize.

### 07 Agreed terms

Partnerships and sponsorships are agreed upon in writing before data collection begins. Agreement covers ownership of instruments and data, as well as authorship and attribution. Any review of published findings is meant to cover accuracy and confidentiality, not the findings themselves. We do not retain or use partners' or sponsors' contact lists beyond the agreed study.

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## Have a question worth studying?

Tell us about it at www.highrimpact.com/contact.