

ALLY

Qualitative Methods

I gather what people know before it becomes data.

Like an ant, I build shared understanding through many small observations rather than one dramatic discovery.

Individual conversations, experiences, questions, and perspectives may seem insignificant on their own. Together, they reveal patterns that numbers alone rarely explain.

I surface through inquiry, field notes, reflection, and dialogue – helping uncover whose perspectives are represented, omitted, misunderstood, or quietly competing.

Shared understanding is the ally to effective action because meaningful engagement begins with exploration, inquiry, and listening.

I complement quantitative evidence by contributing the human context that helps others interpret, reason through, make legible, and steward it.

