

Being Efficient and Effective with Your Research:

# Is Leaner Always Meaner? When is Small Scale best and when is Larger Scale the more efficient choice?

Deciding what type of research to pursue can be a challenge, especially factoring in timelines and budgets in conjunction with addressing key business goals. But picking the right type of research can offer long-term efficiencies.

Here are some questions to ask yourself to tap into the right research to best meet your needs.

