

Insight Audit

Service definition document

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Meet Lighthouse





Lighthouse is a strategic public design practice that helps governments and complex organisations turn ambition into action.

We bring together policy, strategy, service and product design, research and behavioural insight to tackle complex challenges and deliver outcomes that work in the real world.

We specialise in evidence led, user centred approaches that reduce risk and increase confidence in decision making.

Our teams work closely with clients to design, test and refine solutions, bridging the gap between strategy and delivery while building lasting capability along the way.



Our mission



Amplify diverse voices

Understanding the needs of the people affected

We identify and listen to the people most affected by an issue, going beyond formal consultation to understand lived experience and real world context.

This helps ensure that decisions and services are informed by how things actually work in practice, and are shaped with the people they are intended to support.



Bring balance

Navigating competing needs and perspectives

We bring together a wide range of perspectives, including practitioners, decision makers, subject experts and stakeholders, to support balanced and inclusive decision making.

We recognise that complex challenges involve trade offs, competing priorities and long term considerations, and we help organisations navigate these with clarity and confidence.



Catalyse change

Turning insight into action

We accelerate change through strategic, evidence based design and delivery.

By combining research, iterative testing and systems thinking, we help organisations reduce risk, validate approaches and deliver solutions that are effective, sustainable and able to adapt as contexts evolve.

Who we've helped



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Service definition



Insight Audit

Insight Audits help organisations make better use of existing evidence and research.

We review current insight, assess quality and relevance, identify gaps, and bring findings together into clear, actionable insights.

The service supports decision making by clarifying what is known, what is not and what to do next.



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Features



Features

1. Review of existing research, data and insight sources
2. Assessment of evidence quality, relevance and currency
3. Identification of gaps, duplication and inconsistencies
4. Synthesis of qualitative and quantitative evidence
5. Mapping insight to organisational goals and decisions
6. Clarification of assumptions and unanswered questions
7. Development of clear insight narratives and summaries
8. Visualisation of findings to support understanding
9. Prioritised recommendations for further research or action
10. Documentation suitable for leadership and governance use



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Benefits



Benefits

1. Improves use of existing research and evidence
2. Reduces duplication and wasted research effort
3. Clarifies what is known and where gaps remain
4. Supports better informed strategic and operational decisions
5. Builds shared understanding across teams and stakeholders
6. Accelerates progress by avoiding unnecessary new research
7. Improves confidence in evidence used for decisions
8. Aligns insight activity with organisational priorities
9. Creates clear direction for future research investment
10. Enables more effective, evidence based action



A photograph of a lecture hall with a speaker at a podium and an audience. The room is dimly lit with warm, orange-toned lights along the walls and ceiling. The audience is seen from behind, seated in rows. The speaker is standing at a podium on the right side of the stage. The logo 'Lighthouse' is overlaid in the center of the image.

Lighthouse

