

A Trickle of Data, a Flood of Perspectives: 6-weeks at the British Red Cross

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A mixed-methods evaluation of “**Flooding - Aware, Prepare, Care**”, a national flood-preparedness programme

My SMART goals:

- Independent Research

Challenge: Worried a brand new programme with no user data could not produce a meaningful evaluation.

Growth: Learned to adapt methodology creatively, triangulating: interviews with 20+ internal and external stakeholders, focus groups, live workshop observations, surveys, social media reactions, and website analytics.

- Data Synthesis & Report Writing

Challenge: Collected ≈ 1000 pages of transcripts, notes, and data that felt overwhelming to compile.

Growth: Coding data thematically every week revealed recognisable patterns and flagged conflicting perspectives and implementation gaps within messy evidence.

- Professional Communication & Engagement

Challenge: I expected to play an observing role, and was initially reserved during meetings.

Growth: Being encouraged to speak up fuelled me through the project. I presented updates to specialist teams, conducted outreach and interviews with external stakeholders, and proactively networked across teams for career insights.

Beyond my goals:

- **Adaptability & resourcefulness:** leveraged social media outreach and web interaction analytics when data was scarce
- **Product thinking:** learnt about co-production, learning designs, content development, and user research
- **Also created:** a flood preparedness app and materials for **Operation Adapt** (youth climate resilience programme)

The leader I'm becoming:

- Appreciating disagreement and contrasting **perspectives**
- **Trusting** my own judgement, capabilities, and ability to learn

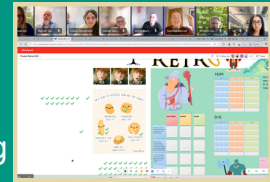
What's next:

- Leading Operation Adapt, as a **steering group** member
- Newly interested in **evaluation & insights** within social-impact policy research
- Improving my **presentation and public speaking skills**



Weekly boosts:

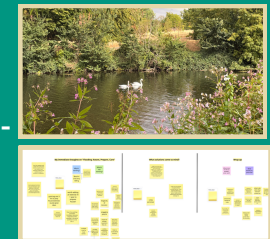
Week 1: Surprised that my team expected my input from day 1, pushing me to contribute ideas



Week 2: I had my first that contradicted most other perspectives and assumptions. I chose to highlight, not dismiss it.

Week 3: Presented my findings to senior stakeholders with only 20 minutes' notice - I learned I had to trust myself

Week 4: Left my comfort zone (literally), travelling to Burton-on-Trent to observe a live workshop - showing up revealed delivery gaps other research could not



Week 5: Coordinating a focus group around four teams' conflicting schedules, then facilitating it solo, demanded persistence

Week 6: My report was accepted into BRC's evaluation repository, with recommendations carried into future sprints - my work is actionable, useful, and meaningful

My recommendations ranged from quick delivery fixes to bigger strategic questions around who the workshop is **positioned** for, whether its **scope** is relevant, and the effectivity of its **distribution**.

Learn more & connect:

