



10 Tips

for Making Sense of the Harvest



1. Get ready.

- If you gathered info on butcher's paper etc, take pics to keep and use.
- Type up the responses and / or format it so you can use it.
- Note which photos go with conversations.
- Make sure you have a list of who attended so you can thank them.

2. Read it.

- Grab a cuppa and read it all – start to finish.
- This is the WHOLE story of how the conversation unfolded. Reading all the data in order can lead the deeper insights and things will start to leap out at you.

3. Look for key themes.

- As themes start to emerge, make notes of early themes and see how data starts to group together.
- You can always add more themes or change them as your understanding gets deeper.

4. Group your themes and give them a title.

- Start to group your information in themes.
- If data is in Excel, you can code the info and then group. If data is in Word, you can do the same or just move info as you sort.
- I like paper best and coloured textas. Then, I move it in around in Word or Excel.

5. Check your thinking so far.

- There is always a risk that you can start to get stuck or too rigid in theming data – so having others look through the raw data (formatted) or your themed work is always helpful too.

6. Count it and look for headline quotes and info to tell the story.

- Remember you can quantify responses too.
- Headline quotes are great to pull out to give people a quick idea of examples of feedback.

7. Thank people :)

- Be sure and have an accurate list of names to thank people as you share the story.
- Remember attendees, sponsors, venue and catering sponsors, organisers, facilitators etc.

8. Design it. Keep it short and simple.

- How you present your information can make the difference between people reading it or ignoring it. Remember this is your chance to re-engage people in the conversation – so design does count.

9. Share the story back to those who told it – and more!

- Share the information with people that provided it and anyone who could be interested or you want to engage in continued conversations.

10. Apply what you learned!

- Don't stop now – this is just the beginning. Now you need to apply what you learned.