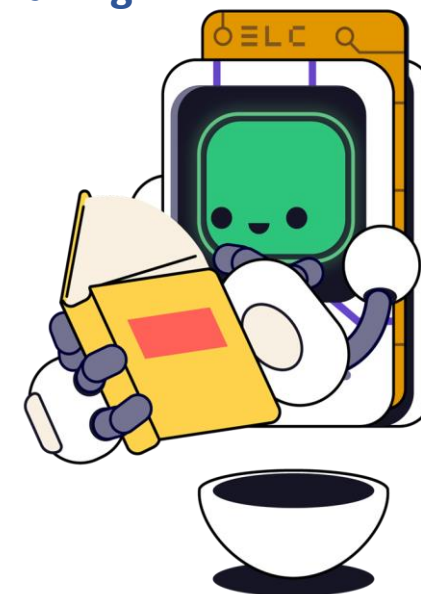


Taking Action with MLY Data

Moving beyond categorization to actionable insights that can inform decision-making



Learning Goals

- **Analyze and synthesize categorized qualitative feedback**
- **Move beyond categorization to actionable insights that can inform decision-making**
- **Present actionable insights**

Agenda

Quick Review: MLY Insights and Features

Analyzing & Presenting MLY Data:

1: Identify Relevant Themes and Patterns

2: Synthesize Insights

3: Develop Actionable Recommendations

4: Present the Insights



Quick Review: MLY Insights & Features

What is MLY

- **MLY is a comment analysis solution that allows organizations to analyze collected qualitative feedback from any type of survey data: employee and student learning, employee experience surveys, Glassdoor data, etc.**
- **MLY uses machine learning algorithms to extract detailed interpretations of the qualitative data and deliver “insights” in the forms of:**
 - Topics (e.g. instructor, courseware, leadership)
 - Sentiments (e.g. positive/negative/mixed)
 - Recommendations (e.g. do more, do less, stop, start)
 - Alerts (comments are flagged if they are determined to be problematic, e.g. danger/threats, discrimination, harassment, disrespect, safety concerns)
- **MLY has 4 primary types of analyses that can be applied to your comments (SRA is always applied; add EEI, ELI, or SEI to expand your analysis)**
 - **SRA Insights:** Combines Sentiments (SEN), Recommendations (REC), and Alerts (ALT)
 - **Employee Experience Insights (EEI)**
 - **Employee Learning Insights (ELI)**
 - **Student Experience Insights (SEI)**

The organization has a strong focus on sustainability, which I really appreciate. However, I think there's room for improvement in terms of reducing waste in our office. It would be great to have more recycling bins and other initiatives to reduce our environmental impact. It would also be helpful to have more education and awareness around sustainability practices.

 3  4  13%

Analysis:

 The comment you have inserted has a  **Mixed** sentiment.

The analysis also found a total of **3 topic sentiments**, **4 recommendations**, and an alert score of **13%**.
View details below:

Topic sentiments (3)

Negative (3)

Quality of life ▶ Work environment ▶ Facilities Organization ▶ Projects / Initiatives

Quality of life ▶ Employee Voice / Decision-making involvement

Recommendations (4)

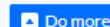
Start (1)

▶ Quality of life ▶ Employee Voice / Decision-making involvement

Change (2)

● Quality of life ▶ Work environment ▶ Facilities ● Quality of life ▶ Employee Voice / Decision-making involvement

Not categorized (1)

 Do more

 With an alert score of **13%**, This comment has nothing to report. The alerts threshold is set at **50%**.

MLY Models

- **Default Model (SRA) is applied to ALL analyses; combines:**
 - **Sentiment (SEN)**
 - Identifies sentiment: positive, negative, neutral, mixed
 - **Recommendations (REC)**
 - Identifies whether a comment includes a recommendation: Do more, Do less, Start, Stop, Continue, Change
 - **Alerts (ALT)**
 - Identifies comments containing harmful text and flags them for further consideration
- **Employee Experience Insights (EEI)**
 - Intended for employee comments centered around the employee experience (e.g. engagement, leadership, teamwork, benefits, etc.)
- **Employee Learning Insights (ELI)**
 - Intended for employee comments specific to learning and development
- **Student Experience Insights (SEI)**
 - Intended for student comments at higher education institutions

Key MLY Features

- **Overview**
- **Widgets**
- **Topic Explorer**
- **Comments Explorer**
- **Sharing**
- **Personalized analyses**
- **Glossaries**



Taking Action with MLY Data

Pre-Step 1: Quantitative Data Analysis

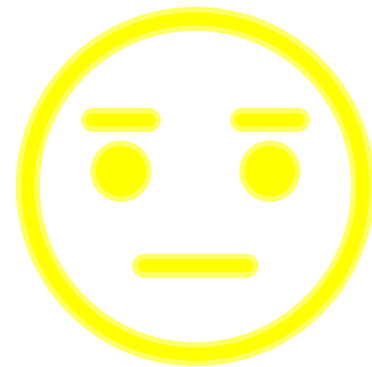
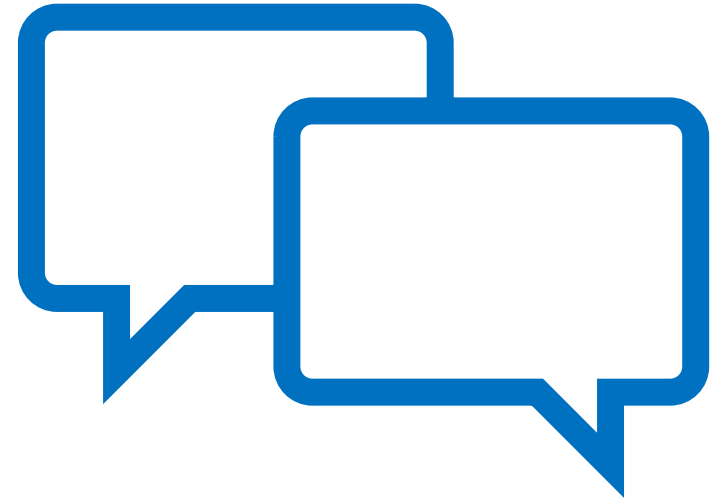
- If your comment (qualitative) data is part of a larger survey that includes quantitative data, make sure to complete an analysis of your quantitative data **FIRST**
- Use the results of your quantitative data analysis to drive the focus of your comment analysis
 - Pinpoint areas of high performance and low performance
 - What results from the data need to be explored/supported in the comment analysis?
 - Where do you want to dive deeper into the data?
- Starting with the quantitative data analysis can help avoid the question of “What should I focus on?” or feeling like you’re not quite sure where to start with the comment analysis

1: Identify Relevant Themes & Patterns

1: Identify Relevant Themes & Patterns*

*Good news! MLY does most of this work for you!

- **Topics:** What are people talking about?
- **Sentiments:** How do they feel?
- **Recommendations:** What do they want you to do?



1: Identify Relevant Themes & Patterns

Pay attention to:

- **Frequency**
 - What are the most frequent Topics, Sentiments, Recommendations
- **Intensity**
 - Where are you seeing the highest % of positive/negative Sentiments, Recommendations, and/or Alerts?
- **Relevance**
 - Most importantly, what do you need to focus on with your MLY analysis?
 - All data?
 - A sub-set of data?



Group Activity: Identify Relevant Themes & Patterns



1. Looking at the sample data, use the Widget Dashboard to identify:
 - The most frequent topics
 - Most positive topics
 - Prioritized recommendations
 - Improvement potential
 - Alerts
2. What patterns do you notice? What stands out to you? What questions do you want to answer?
3. Think critically about what the data means in context: what seems most relevant to you? Why? What do you think stakeholders would be most interested in knowing?
4. After completing steps 1-3, note down the key themes and patterns from the data.

2: Synthesize Insights

2: Synthesize Insights

- **Link themes to business objectives**
 - How can you connect the themes you identified in the comment analysis to business goals or strategic initiatives?
 - What is most important to focus on right now?
 - What have stakeholders been asking about?
- **Derive insights**
 - What is the data saying?
 - Conduct a root-cause analysis; consider using the “5 whys” problem solving method
 - Compare data across various demographics

Group Activity: Synthesize Insights

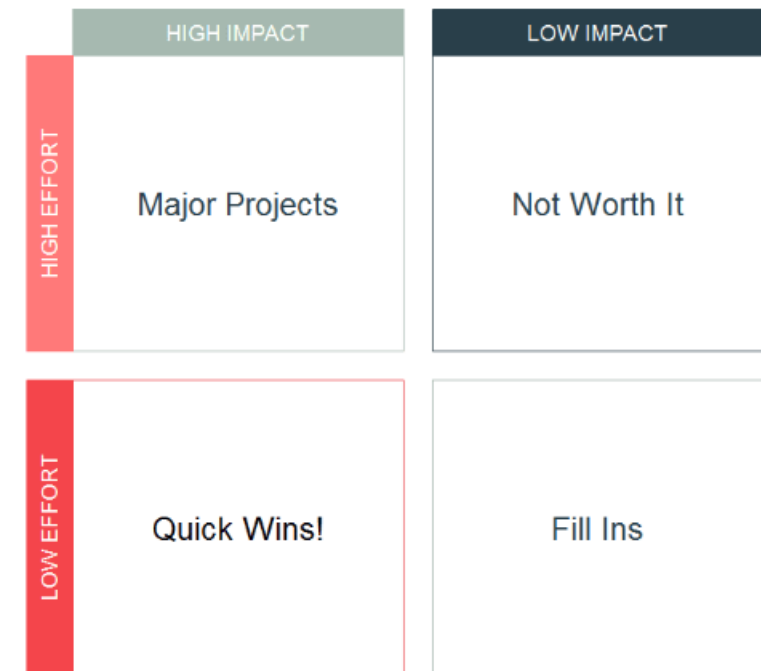


- 1. Looking at the key themes and patterns you noted from the sample data:**
 - Take 1-2 areas that stand out to you and conduct a “5 whys” analysis
 - Take 1-2 areas and conduct a demographic analysis to understand root cause and where the results are most predominant or relevant
- 2. Thinking of your own organization, what business objectives/strategic goals would you need to focus on?**
 - How can you connect the key themes and patterns to those objectives/goals?
- 3. Draft potential insights from the themes and patterns, including what you have discovered from your root-cause analysis.**

3: Develop Actionable Recommendations

3: Develop Actionable Recommendations

- **Turning insights into actions**
 - What are your recommendations, based on business objectives/goals and your analysis?
 - Recommendations should be specific, measurable, and aligned with business objectives/goals
- **Prioritize recommendations**
 - Think about prioritizing based on effort and impact:
 - What recommendations would be easy to implement?
 - What recommendations would have a high impact?
 - What recommendations are not worth considering due to low impact?
 - What recommendations might have a high impact, but take longer/more resources to implement?



Level of Effort in the Impact Effort Matrix

Group Activity: Actionable Recommendations



- 1. Taking all the themes, patterns, and insights you noted from Steps 1-2, create your recommendations.**
- 2. Things to keep in mind:**
 - 1. Don't try to focus on everything all at once. Select 3-5 recommendations.**
 - 2. Think about your audience: what is going to resonate most with your stakeholders and have the most value & impact to the organization?**
 - 3. Don't include a recommendation unless you are able to provide the "why/so what" and the "how."**

4: Present the Insights

4: Presenting the Insights

- **Storytelling with data**
 - What is the narrative that will highlight your key findings and recommended actions?
 - Can you explain the What, So What, and Now What?
- **Effective visualization**
 - Consider how you want to show the data
 - Charts, graphs, images, word clouds, etc.
 - Free/user-friendly online resources like Canva, Infogram, Flourish
 - PowerPoint's SmartArt and Charts

4: Presenting the Insights

Use a simple framework for your presentation:

1. Summary/Overview

2. Successes

- Insights and data
- Recommendations (include the What, So What, Now What)

3. Opportunities

- Insights and data
- Recommendations (include the What, So What, Now What)

4. Summary of Recommendations & Next Steps

Presentation Template Review



Review

Analyzing & Presenting MLY Data:

- 1: Identify Relevant Themes and Patterns**
- 2: Synthesize Insights**
- 3: Develop Actionable Recommendations**
- 4: Present the Insights**

Questions





explorance