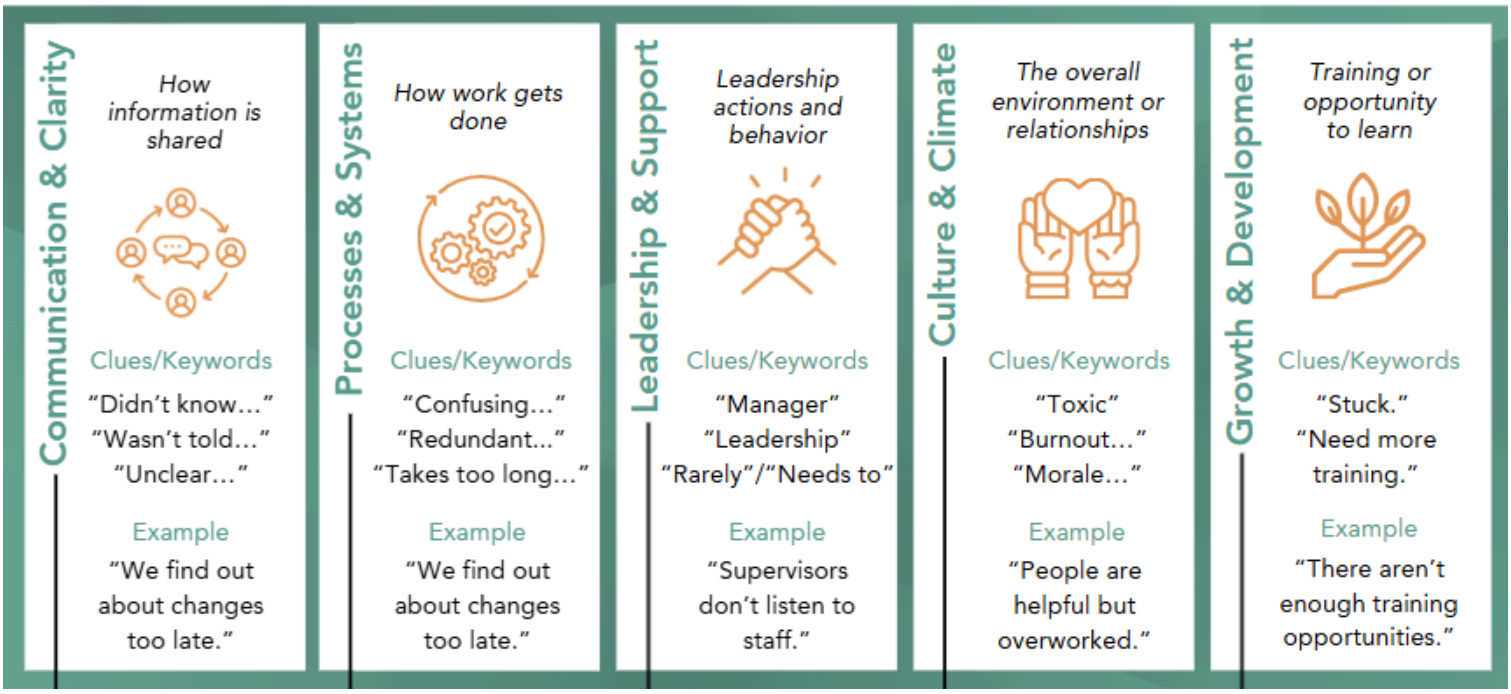
Categorizing Feedback

A GUIDE TO HELP ANALYZE FEEDBACK

When working with large amounts of feedback, it is unrealistic to address each individually. Grouping Feedback allows you to use thematic categorization to identify top issues.



1 Ask: What is this feedback really about?

- Look for the main idea, not every detail, then match it to one of the core categories.
- If a piece of feedback fits multiple categories, identify a primary and secondary category.

Example 1: "We often hear about new procedures after they've already started, and it feels like decisions are made without staff input."

- Main Idea: Communication & Clarity
- Keywords: "hear about after," "decisions made without input"
- Possible Secondary Theme: Leadership & Support

Example 2: "The system we use to log referrals crashes all the time and takes forever to load."

- Main Idea: Processes & Systems
- Keywords: "system," "crashes," "takes forever"
- Possible Secondary Theme: Workload & Capacity (extra time/effort)

Example 3: "My supervisor is kind and checks in often, but I still don't feel clear about expectations."

- Main Idea: Communication & Transparency
- Keywords "don't feel clear," "expectations"
- Possible Secondary Theme: Leadership & Support

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2 Implementation

- Tally counts per category to see which areas are most discussed.
- Summarize 1 - 2 top issues for each category (hint: AI tools can help with this!)
- Select a single category to work with. You can select this based on the quantity or the identified top issues.

Example : Create a table to identify themes or patterns.

Category	Total	Top Issues
Communication & Clarity	35	Need clearer updates; inconsistent info
Processes & Systems	22	Forms and approvals take too long
Leadership & Support	18	Lack of recognition; dismissive to new ideas
Culture & Climate	15	Low morale; teamwork varies by department
Growth & Development	10	Few training opportunities

- Now that you have clarity on what the feedback highlights, you can focus your efforts and design the systems that address those specific needs.
- This process can also highlight trends and changes in culture, and help assess the success of systems currently in place.

Need help identifying barriers and creating systems to reduce burnout and improve retention in your organization?

Let's Chat!



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