



## REFLECTING ON YOUR WORK

There are five sections of the Qualitative Insight Toolkit, and this is the fifth and final one.

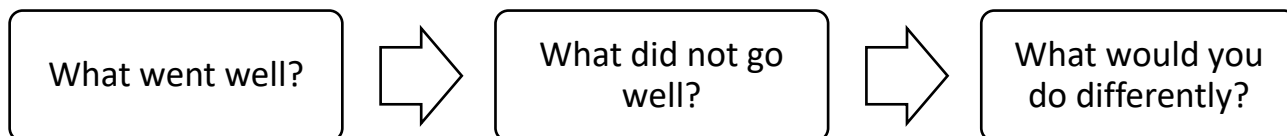
Qualitative insight is information gathered from people that describes their experiences, opinions, and motivations. This insight can be used to help us understand people's behavior and influence decision making to better suit the needs of people and communities.

This section provides three core questions to ask when you have completed your project. These questions help you to identify successes and acknowledge challenges in the work you have completed and consider lessons you have learned to take forward into future work.

## Section 5: Reflecting on your work

There is no one 'perfect' way to gather qualitative insight, and even the most experienced researchers face unforeseen challenges. Taking time to reflect on your successes and challenges will help you incorporate lessons learned into future work.

Thinking back on each section of the toolkit you have used, ask yourself:



### Reflections table

The table below could help you to record your own reflections from your insight gathering work. You could also include feedback you have received from your colleagues or participants and organisations you have engaged with through your work.

	What went well?	What did not go well?	What would you do differently?
Section 1: Planning your approach			
Section 2: Gathering your insight			
Section 3: Bringing your insight together			
Section 4: Presenting and sharing your insight			

## Additional reflection questions

The following questions below may also help you identify what worked well, what didn't work well, and what would you do differently for each section of the toolkit you have completed.

### *Section 1: Planning your approach*

- Did you manage to find out what you wanted?
- Did you have enough resources, capacity, and training to carry out the project?

### *Section 2: Gathering your insight*

- Did you engage with the communities you planned to engage with?
- Were the methods you chose appropriate for the communities you spoke to?

### *Section 3: Bringing your insight together*

- Which of the six stages did you use when bringing your insight together?
- What techniques and methods worked best for you or your organisation?

### *Section 4: Presenting and sharing your insight*

- Thinking on the communities you spoke to can they now access your insight?
- Was the presentation of your findings appropriate for your intended audience(s)?

## Next steps and future opportunities

Congratulations, you've completed your insight gathering work! Before you move on to your next piece of work, it's worth considering next steps and future opportunities for the insight you have already gathered.

### **Building relationships**

Reflect on any connections you've made with people and organisations throughout your work and consider how you may continue to build these relationships going forward. Keep the conversations going even after you have completed your insights project.

### **Putting your insights to good use**

You may want to think about other ways to use your insights. The insights you've gathered could be rich and powerful data that could help you and other organisations develop and inform changes to policies and/or decision-making practices. Therefore, it is important to share your insights with the right people. Please see section 4 of the toolkit 'Presenting and Sharing Your Insight' for more guidance on this topic.

### **Developing your next insight gathering project**

Now that you have completed your insight project, do the findings make you want to understand new areas further; are there questions you want more detailed answers to; do you want to work with different groups of people to get another perspective from? You can always use your findings to help you develop your next insight project.

## Looking for more information on the Qualitative Insight Toolkit?

This guidance is the fifth and final section of the Qualitative Insight Toolkit. The five sections of the toolkit are:

1. Planning Your Approach
2. Gathering Qualitative Insight
3. Bringing Your Findings Together
4. Presenting and Sharing Your Findings
5. Reflecting on Your Work

To access the full toolkit guidance, toolkit templates that you can print and use, or guidance and templates for the specific sections above, see:

<https://www.wirralintelligenceservice.org/local-voice/qualitative-insight-toolkit/>

### Contact

If you have questions or feedback about this resource, please email the Qualitative Insight Team at [qualitativeinsightteam@wirral.gov.uk](mailto:qualitativeinsightteam@wirral.gov.uk).

### About us

Qualitative Insight is a type of research that listens to people to gather their thoughts, experiences, and ideas on particular subjects. The Qualitative Insight Team at Wirral Council work with residents to ensure that their voices are heard when informing council policy and decision making. The team supports the delivery of the Health and Wellbeing strategy, in which residents' voices are a key strand.

### Acknowledgements

The Qualitative Insight Toolkit has been designed by the Qualitative Insight Team, Public Health, Wirral Borough Council.

<https://www.wirralintelligenceservice.org/local-voice/qualitative-insight-toolkit/>

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