

FOCUS GROUP WORKSHEET

Trust, Transparency, Training: The Art of Listening



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Sterling Conference Speed Learning



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PURPOSE OF THIS WORKSHEET

This worksheet is a supplement to the Focus Group BMP Handout. The best learning is done through doing; as such, this worksheet is intended to get you thinking about how you would set up your focus group for success by asking a series of questions throughout the steps to planning a successful Focus Group Campaign.

REMEMBER THE KEYS TO SUCCESS: TRUST | TRANSPARENCY | TRAINING

1. Trust: Participants and their comments must remain anonymous and Senior Leaders MUST understand that the results are anonymous and there should be no negative consequences for participation or comments made
2. Transparency: The Focus Group Process is part of a larger effort to collect information and is tied into existing (engagement and satisfaction) processes and initiatives. Create a presentation or other way to share with the participants what the process is and how the results will be shared and when. Most importantly HOW WILL THEIR INPUT be turned into ACTIONS?
3. Training: The facilitator and assistant are key to gathering accurate and relevant data. They must understand the nature of the facilitator as a trustful and unbiased data collection agent and be able to remain stoic and not lead responses in any direction.

FOR EACH STEP OF THE PROCESS THERE IS MUCH TO CONSIDER: These questions will help you to put together a successful campaign, appropriate for YOUR organization

1. In a few words or a sentence, how would you describe your organization's culture?

2. What means of information collection do you already have? How could the Focus Group info be incorporated?



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3. What is the purpose of the Focus Group Campaign?

4. Define the roles:

a. Who will participate and in what appropriate groupings?

b. Who will facilitate?

c. Who will take notes/assist?

d. Who will perform the post analysis?

5. How many sessions would you need and what timeframe do you need to schedule them in? Remember to have enough time for sign up and facilitator training.



6. What questions will you ask?

*See the PRACTICE DESIGNING QUESTIONS section below.

7. What documents do you think will be used in the process?

8. What will the facilitator/assistant need to be trained on?

9. Brainstorm: In thinking about actually conducting a session, what challenges may you run into? IE, what can you plan for in advance?

10. Brainstorm: In thinking about the report outs, who would be recipients of the results and in what format?

*See section below on Analysis



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OPTIONS TO CONSIDER

Focus groups should follow the same structure but be tailored the culture of your organization. In the responses above, did you cover these considerations? If not, go back and add them where appropriate.

1. Is participation mandatory?
2. Use internal or external facilitator?
3. Share the questions with participants ahead of time
4. Incentives
5. Consent forms
6. Record the conversations or rely on notes
7. How will the results be shared with the participants

PRACTICE DESIGNING QUESTIONS

For the following, write down a few questions that you think could fit into these categories to get the information to meet your intended Focus Group purpose.

1. Introductory (1 - 2 questions)

2. Exploration (3 - 4 questions)



3. Wrap up (1 - 2 questions)

DATA ANALYSIS SUGGESTION

The following is a list of potential responses from the question, “What do you not like about your job?” Just so you can see how challenging summarizing the responses can be and to make the connection about how important asking the right questions is, how would you process these hypothetical responses?

COMMENT SUMMARY	CATEGORY	ACTION
The people from [the other dept] get to come in late and leave early		
My health insurance co-pay is way too much		
I don't like my job		



