

Focus Groups

A SimplyConnect favorite.

Think you might be ready to take the plunge and invest in a focus group? We've built out a list of tried-and-true tips to smash the myths that might be holding you back. Keep these in mind as you start thinking through how to prepare for a successful focus group:

- **Time matters.** This is about prioritizing your people, so make sure you schedule sessions at times that will be attractive to participants—even if that means a 2 a.m. wakeup call to talk to drivers before they hit the road.
- **Location, location, location.** Find a private room so participants aren't nervous about being overheard. And don't forget about your remote workers and road warriors! Consider holding a virtual session or two so they can also weigh in.
- **Clearly define your goal.** This time is precious. If your questions involve everything and the kitchen sink, your results will be watered down and your investment will go down the drain. Pick one or two focus areas, even if there are many areas you're trying to improve.
- **Prepare your questions.** This is not the time to wing it. Develop a set of open-ended questions to guide your conversation.
- **Choose participants wisely.** This is your chance to really get to know your workforce, so make sure to invite a broad range of people to ensure diversity in age, gender, cultural background, tenure, work location, and departments. And most importantly, do your very best to create an environment where participants feel comfortable sharing information. One of the easiest ways to do this is by segmenting employees and people leaders into different groups.
- **Invite a fabulous facilitator.** A good facilitator has two special superpowers: They can think on their feet and capitalize on a gold nugget when it appears in conversation, and they can facilitate from a neutral place. This is not the time to educate, argue, or defend.
- **Record for posterity.** A good scribe is essential to capture the great ideas and critical feedback shared during the session. While your facilitator manages the crowd, your scribe gets all the magic down on paper. Confidentiality is key to welcoming candor, which is often the most meaningful feedback.



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