

Focus Group Discussion Guide Sample

I. **Opening Remarks** (2 Minutes)

Thanks for coming today. The goal of today's meeting is to understand if the internal communications and news you currently receive is effective, relevant and valuable to you. There are only a few basic rules to keep in mind while participating today:

- a) Everyone is expected to be an active participant.
- b) There are no "right" or "wrong" answers.
- c) Speak freely but remember not to interrupt others while they are talking.
- d) Note taking is for reporting purposes only and will be used for analysis. Names are not attached to the notes.
- e) We are conducting these sessions at many of our sites. All information gathered will be analyzed to determine trends and make recommendations to the Communications team. Given that, the team will not get back to any individual participating in the sessions.
- f) All feedback today will remain anonymous. In order to maintain anonymity, I just ask that anything that is said during our session is not repeated outside of our session.

II. **Introductions** (2 Minutes)

Before we start, I'd like to go around the room and have everyone introduce themselves and tell us what your position is at COMPANY NAME and how long you've worked here.

III. **Interactive Exercise** (10 minutes)

Think about the different ways that you receive internal news. Write down the first two or three words that come to mind when you think of them. How would you describe them, or the information you receive from them?

IV. **Communication Vehicles Review** (20 Minutes)

We're going to take some time and review some specific vehicles your communication team is using to communicate with you.

ALL GROUPS:

Intranet site: How many people visit the site on a frequent basis? What do you like about it? What's useful? What kind of information grabs your attention when you're on this site? If you don't use it, why not? Do you think there's enough interaction on this site? Do you use the interactive features like rating articles and commenting? If no, why not? Would you ever log in using mobile device? Do you feel that new media such as video, blogs or podcasts would be nice features to see on the site?

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EAST COAST EMPLOYEES

Which vehicles do you refer to the most to get news? Do they provide you with the information that is important to you? Can you give me an example of the types of information you find important? How often do you use any of these vehicles, What's appealing to you, what isn't? Which vehicles don't you use, why not? How would you improve or enhance these vehicles?

- **VEHICLE 1**
- **VEHICLE 2**
- **VEHICLE 3**

WEST COAST EMPLOYEES

Which vehicles do you refer to the most to get news? Do they provide you with the information that is important to you? Can you give me an example of the types of information you find important? How often do you use any of these vehicles, What's appealing to you, what isn't? Which vehicles don't you use, why not? How would you improve or enhance these vehicles?

- **VEHICLE 1**
- **VEHICLE 2**
- **VEHICLE 3**

ALL GROUPS: If I haven't already heard the answers to these questions while reviewing the specific communication vehicles, I'll ask them now:

- a. Does the internal communications you receive make you feel connected to the organization? Why or why not? What's missing?
- b. What information do you feel you should be getting, but you're not?
- c. Is there any information you feel is OVER communicated?

V. Company Values and Goals (10 Minutes)

- a) Do you feel the organization does a good job explaining the strategy and goals of the organization?

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- b) Do you understand how **you** contribute to the organization's goals and strategies?
- c) How comfortable do you feel asking your manager questions about the direction, goals and status of the company as a whole?
- d) Do you feel your manager has the information they need to answer your questions about the status and the goals of the organization?
- e) **For the leader's focus group only:** How comfortable do you feel communicating and/or answering questions about the strategies and goals to employees?
- f) **For the leader's focus group only:** What support do you as a leader need from the communications team? What's the best format for that information?

VI. Closing

Thank you for taking the time to participate today. Your feedback will be collected and included in a report (all feedback is reported anonymously). Your insights help your communication team understand what information is important to you, as well as how to deliver the right information in the right format. Again, thanks for your time!