

Preparing To Assess Your Culture

Plan for and promote participation in focus groups!

Planning for Your Groups

- Determine the most neutral person, or people, in your organization to facilitate the conversations. While hiring an outsider that has no relationships within your organization is best, you may need to do this in house for financial reasons.
- Look for a person that staff will feel safe sharing their honest feedback and thoughts. Often, this is someone in HR or from a sister community.
- Ask questions from a point of wonderment and curiosity, never judgement! Even if you believe what is being shared is not true, continue the conversation by asking, "Tell me more about that."

Find a Space

- Focus groups should be held in your community in a private space that fits up to 15 people.
- The space used for focus groups must be private, meaning with doors that are able to close.
- Chairs should be in a circle or around a table. There should be no second row for people to sit in as it encourages side conversations. Don't set up the room classroom style. You will be listening, not teaching.

Focus Group Size

- Ideally, groups should be between 8 and 15 people.

Promoting Participation

- Enthusiastically invite people to attend a specific focus group. Ensure that they understand what a focus group is, emphasize the importance of hearing their input, and let them know that their feedback is anonymous.
- Post a flier and utilize sign-up sheets for the focus groups. As a bonus, to make your life a little easier, we have provided you with a basic flier and with a sign-up sheet template! Edit as you see fit! Starting a week prior to the date, make daily reminders at your meetings and ask supervisors to approach staff and encourage them to attend appropriate sessions.
- A few days before, and again the day before the focus groups, please remind attendees in person or, via phone or email, about the time of their focus group. Thank them for their participation!

Other Suggestions

- It is best not to have a direct supervisor attend the same session as their employees. We suggest meeting with supervisory team members separately.
- It is always nice to have refreshments available for groups. Water, coffee, and healthy snacks go a long way to thank participants and encourage attendance!
- Utilize the sign-up sheets and record logs provided on the pages that follow to encourage sign ups.
- You will probably be asked, "What is going to happen to this information?" Share that you will use this information to improve your organization. That you want to make sure that your culture is one that people look forward to coming to work!
- You will also likely be asked, "Will I see the results of what was said" Yes! Share that you will create a summary of the results and that the organization will provide an overview.

We need your help!

Join us on DATE at Time!

Location

Participate in team member focus groups where we'll be asking your opinion about working here!

For more information contact

Name/Email/Phone

Team Member Focus Group	Date	Start Time to End Time

[illegible]

New Employee Focus Group
DATE
Start Time to End Time

[illegible]