



Focus Groups Overview

For more information on engagement focus groups, refer to *Workshop Overview: Gather the Employee Voice to Inform Engagement Action Planning*.

Focus groups – overview

Focus groups are group interviews that provide insight into employees' or participants' views on various topics. Focus groups may include discussing workplace issues, soliciting recommendations or feedback on an initiative, or brainstorming about an issue. They are cost effective and can be used to complement other research methods such as surveys and individual interviews.

Benefits of leveraging external facilitators

- Strong facilitators ask objective questions, ensure all participants have an opportunity to share their thoughts, and keep the group focused on the main topic.
- External facilitators help eliminate potential power dynamics between internal facilitators and participants and can be helpful in situations where there has been distrust, which otherwise can compromise participants' comfort/ability to provide honest input.
- External facilitators can remain neutral, particularly around topics where internal facilitators have vested interest that hinders objectivity.

McLean & Company facilitators offer distinct advantages in the following circumstances

- No one in the organization possesses the required level of facilitation skill or experience. Working with external facilitators can be a development opportunity for those who will be leading focus groups in the future.
- A facilitator who can challenge and question the status quo is required for the focus group to be meaningful.
- The topic is too difficult or sensitive, such that any internal facilitator is unlikely to remain neutral and unbiased.

Focus groups + debrief workshop

Pre-Work	Day 1 to Day 4 Focus Groups*	Day 5** Debrief
• Select focus group participants. • Select debrief session participants. • Schedule focus groups. • Finalize focus group questions. • Provide McLean & Company with relevant data, organizational information, etc.*	Total of 15-18 hours of focus groups. Sample focus group options per day*: • 6 x 1-hour focus groups with up to 3 questions • 4 x 1.5-hour focus groups with up to 4 questions • 3 x 2-hour focus groups with up to 6 questions	McLean & Company compiles results of focus groups into comprehensive report. 1 hour debrief of focus group feedback.

Maximum of 8 participants per virtual focus group or 10 participants per onsite focus group.

*Determined during scoping.

**Debrief to happen the week following the focus groups

Ad hoc focus groups

Ad hoc focus groups are priced per day, with a flat fee for report preparation and a one-hour debrief.

Pre-Work	Options Per Day of Focus Groups	Report Preparation & Debrief
• Select focus group participants. • Select debrief session participants. • Schedule focus groups. • Finalize focus group questions. • Provide McLean & Company with relevant data, organizational information, etc.*	Total of 5-6 hours of focus groups. Sample focus group options*: • 1-hour focus groups with up to 3 questions • 1.5-hour focus groups with up to 4 questions • 2-hour focus groups with up to 6 questions	McLean & Company compiles the focus group feedback into a comprehensive report. McLean & Company debriefs the HR team during one 1-to-2-hour phone call.**

Maximum of 8 participants per virtual focus group or 10 participants per onsite focus group.

*Determined during scoping.

**Debrief to happen the week following the focus groups

