



# how to: test a hunch with focus groups



**1** **Test your hypothesis:** based on verbatim feedback or a trend emerging from an all-colleague survey, pick a theory to test. e.g. 'we're no good at collaboration', or 'innovative ideas get stifled here'.



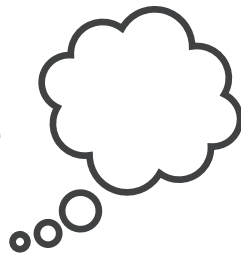
**2** **Write your question set:** consider a range of open questions that invite colleagues to share experiences and opinions about that topic. 'Tell me about a time when...', 'How good are we at...', or 'What's your experience of...'

- A** .....
- B** .....
- C** .....
- D** .....

**3** **Arrange your groups:** find a cross-section of people to talk to - with different roles or lengths of service. Avoid mixing managers and their teams as that can cause people to edit their feedback.



**4** **Hold your discussions:** work through your questions but don't worry if things go a little off-track. People always take the opportunity to vent their frustrations. Do steer the conversation back on track if someone takes it way off your chosen topic.



**5** **Analyse your results:** write up what people say (ask a co-facilitator to help you take notes or record the session on a dictaphone) and bundle comments into hot topics to present the feedback and turn it into specific actions.

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