
TABLE 12.2 | Sample Focus Group Agenda

1. Introduction of facilitator and explanation of the general purpose of the focus group sessions, as well as who will see the data.
 2. Self introduction of participants by name.
 3. Objectives of the group discussion:
 - Gain employees' perceptions about how the organization is dealing with a diversity.
 - Learn about diversity-related barriers to teamwork, productivity, and motivation (or service, care, etc.).
 - Hear employees' concerns, ideas, and suggestions about dealing with diversity more effectively.
 4. Ground rules of the session:
 - Confidentiality of sources, with input reported anonymously.
 - Each person speaks for self.
 - Every perception is valid; no arguing with perceptions.
 - One person speaks at a time.
 - Get permission to tape (if tape recording responses).
 - Only the facilitator or assessment team sees the notes or hears the tapes.
 5. Present questions for discussion, giving participants time to jot down ideas and points. (Questions may be on slide, flip chart, and/or handout.)
 6. Facilitate discussion:
 - Keep participants focused on the questions asked.
 - Chart comments and responses as stated or take notes.
 - Clarify points and ask for specific examples when vague comments or generalizations are made.
 - Maintain objectivity and do not enter into the discussion.
 - Reinforce ground rules and intervene if there is inappropriate behavior.
 7. Wrap up the discussion, summarizing themes or making a concluding statement that refers back to objectives.
 8. Thank participants and tell them what will happen with data.
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