

ORGANIZATIONAL FOCUS GROUP PROCESS

Survey data without validation is dangerous information. It can be misinterpreted and be misleading. At Integrity Consulting we advocate that all organizational survey data be validated through a stringent focus group process. This process includes the following:

1. Analyzing data and breaking information into highest and lowest scores by designated business unit.
2. Meeting with the respective business units (generally 2-2.5 hours) to review the data and identify real group concerns (not personal complaints) and suggested solutions. A typical focus group meeting follows the outline below:
 - a. Introduce the meeting;
 - b. Explain the meeting process and procedures;
 - c. Explain the survey results;
 - d. Facilitate group to develop prioritized concerns;
 - e. Facilitate the group to apply a problem solving process to resolve their concerns;
 - f. Explain the follow up procedures and process;
 - g. Brief the Management team including the immediate group supervisor;
3. Once the unit supervisor has been briefed, he/she will have 10 business days to respond in writing to the focus group's recommended solutions. His/her response may include only one of three options:
 - a. I agree with the solution(s) and will implement when;
 - b. I disagree with the recommended solution and will not implement for the following reasons;
 - c. I need the following information before I can render a decision;
4. Unit supervisors are held accountable to respond to and act on solutions according to the guidelines.