

# FOCUS GROUP FACILITATION IMPROVES EMPLOYEE SATISFACTION

## BUSINESS SITUATION

Our client wanted to gauge employee reaction to recent workplace enhancements and solicit input on opportunities for further improvements in the workplace. The client had recently done an online survey and wanted to conduct focus groups to solicit deeper detail on the issues/ideas that had surfaced. Based on Beaird Group's prior experience with this client and our understanding of their structure and culture, the client asked us to partner with them to conduct a series of employee focus groups across business units.

## SOLUTION

Beaird Group teamed with the internal project sponsors to develop a clear understanding of the goal of the focus group exercise and to design an approach that would accomplish their objectives. Key components of the project included:

- Working closely with the project owners to identify objectives and determine approach.
- Identifying stakeholders and solicited input on both questions and employee participation.
- Analyzing data on employee base to determine representative sample size by tenure and business unit.
- Coordinating the selection process and all participant communication.
- Scheduling and conducting all focus groups.

- Documenting and analyzing data on both an individual group and collective basis.
- Preparing a summary report which included recommendations ranked by impact and cost.
- Presenting findings to stakeholder group; conducting a follow up session to address additional questions.



## IMPACT

Beaird Group prepared a 25+ page document which analyzed and summarized the findings of the Focus Group series which was presented to the entire stakeholder group over the course of 2 sessions. During these sessions we were able to review the analytics, provide anecdotal information and address questions and concerns. Most importantly, this exercise produced a list of tangible, workable ideas which have value to their staff.

## Beaird *to* Business

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