IP BEST PRACTICES

Focus Groups

A best practice shared by InspiringPeople.

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Focus Groups

Where a survey reaches numbers, a focus group reaches depth — through open, human conversation.

Key steps

Focus groups work best with 5 to 15 people, as diverse as possible, and need enough trust built at the start — appreciative inquiry helps people feel relaxed enough to speak freely. They pair especially well with a pulse check or a survey, either to prepare for it or to make sense of the results afterward.

Invite a group of volunteers to discuss culture, and create a genuinely safe atmosphere for them to talk — that's what makes the qualitative read less theoretical and more human than the numbers alone.

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