

## Focus Group Best Practices & Steps

### 1. Plan:

- Create a clear schedule and agenda;
- Provide a comfortable setting including refreshments;
- Lay concise ground rules for the meeting;
- Select the right participants for your objectives; and
- Record session content.

### 2. Recruit:

- Actively manage the recruiting process;
- Ensure you have the right people, not just those who are willing to participate in a focus group exercise;
- A recommended group size is 12 people but should include no less than 6 participants;
- Keep special needs in mind for participants with disabilities or other requirements for attendance; and
- Select an experienced facilitator to promote discussion.

### 3. Facilitate:

- The facilitator's job is to help the room actively engage in the discussion, avoiding bringing judgment or analysis to the actual focus group; and
- A note taker or other means of recording the session is essential.

### 4. Analyze:

- The researcher who conducts the analysis must provide objective conclusions based on the research conducted, without regard for the client interests; and
- Often it is best to hire a third-party to help increase objectivity.

### 5. Create Report:

- Make sure conclusions are drawn and developed into a report in a timely manner; and
- Make sure that participants are made aware of the results.