

Focus Group Interview Guide

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Target groups: Employees, partners, customers, suppliers, clients, community leaders or other stakeholders whose input can help drive a strategic planning process.

Size: 6-12 participants with facilitator and note-taker.

Question area #1: Tell us about this organization. What is it like?

Question area #2: What are the strengths of this organization?

Question area #3: What are the weaknesses of this organization?

Question area #4: What can this organization do to improve in these areas of weakness?

Question area #5: Are there any projects, programs or areas that should be curtailed by this organization?

Question area #6: What do you see as opportunities for growth of this organization?

Question area #7: What are the challenges that are preventing this organization from growing? What are the obstacles to growth?

Question area #8: Given the opportunities and challenges that are facing this organization, what are your suggested strategies moving forward?

Question area #9: What else would you like to share about this organization?

Evaluation of Focus Group: How did this go?

Thank you for participating.

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