

FOCUS group activity matrix

Use this activity matrix to plan your EVP/Branding focus group. Follow links to supporting forms and modify them to suit your needs.

Activity	Topic	Time	Who participates	Methodology	Directions and guidance needed	Materials needed, handout
Welcome	Orientation to the meeting and the facilities; introduction of all participants (name, agency, title, # years with State Government)	0:10	Group in total	Discussion		Agenda and Listing of handouts Tent cards sign-in sheet
Introduction to this project	EVP	0:10	Group in total	Presentation		Power point handouts
	Branding	0:10	Group in total	Presentation		Power point handouts
Rank the attributes	Of these 10 "attraction factors", what brought you to state government? Of these 10 "commitment factors" why do you stay in state government	0:15	Move to small groups, but complete individually	Rank order of the 10 attraction attributes, then rank the retention attributes	Facilitator hand out sheets; facilitators instruct, using the questions, "why do you work" and why do you stay"	score sheet for each participant
Discussion Groups	Tally the top 3	0:10	Small Groups (8-10)	The groups compile their top three (how many people voted for ___ as # 1)		
	Brainstorm messages the state needs to get across	0:15	Small Groups (8-10)	Small group brainstorms; they write their messages on flip charts. When the small groups present to the larger groups, we'll tape the flip chart pages on the walls		flip charts markers
	Brainstorm Tag lines	0:20	Small Groups (8-10)	We give some examples of tag lines . Small group brainstorms; they write their tag lines on flip charts. When the small groups present to the larger groups, we'll tape the flip chart pages on the walls	- need to define tag lines	flip charts markers Sample Tag Lines
Presentations	Small groups present to the group at large.	0:20	Small groups present to the larger groups	Presentations by smaller groups; Use an extra tally sheet to determine group-wide top-three attributes for attraction and retention		Markers for all
What's next and thank you		0:05	Presentation			
Total Time		2:00				

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