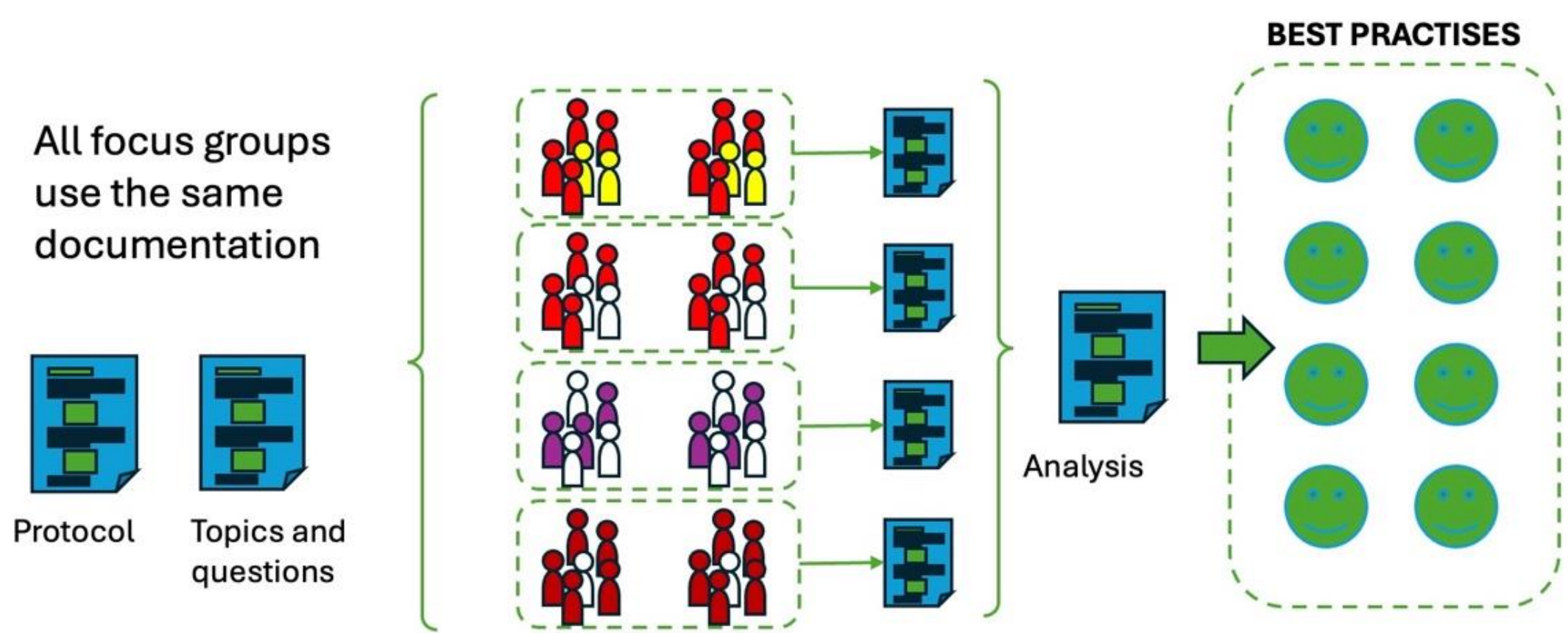


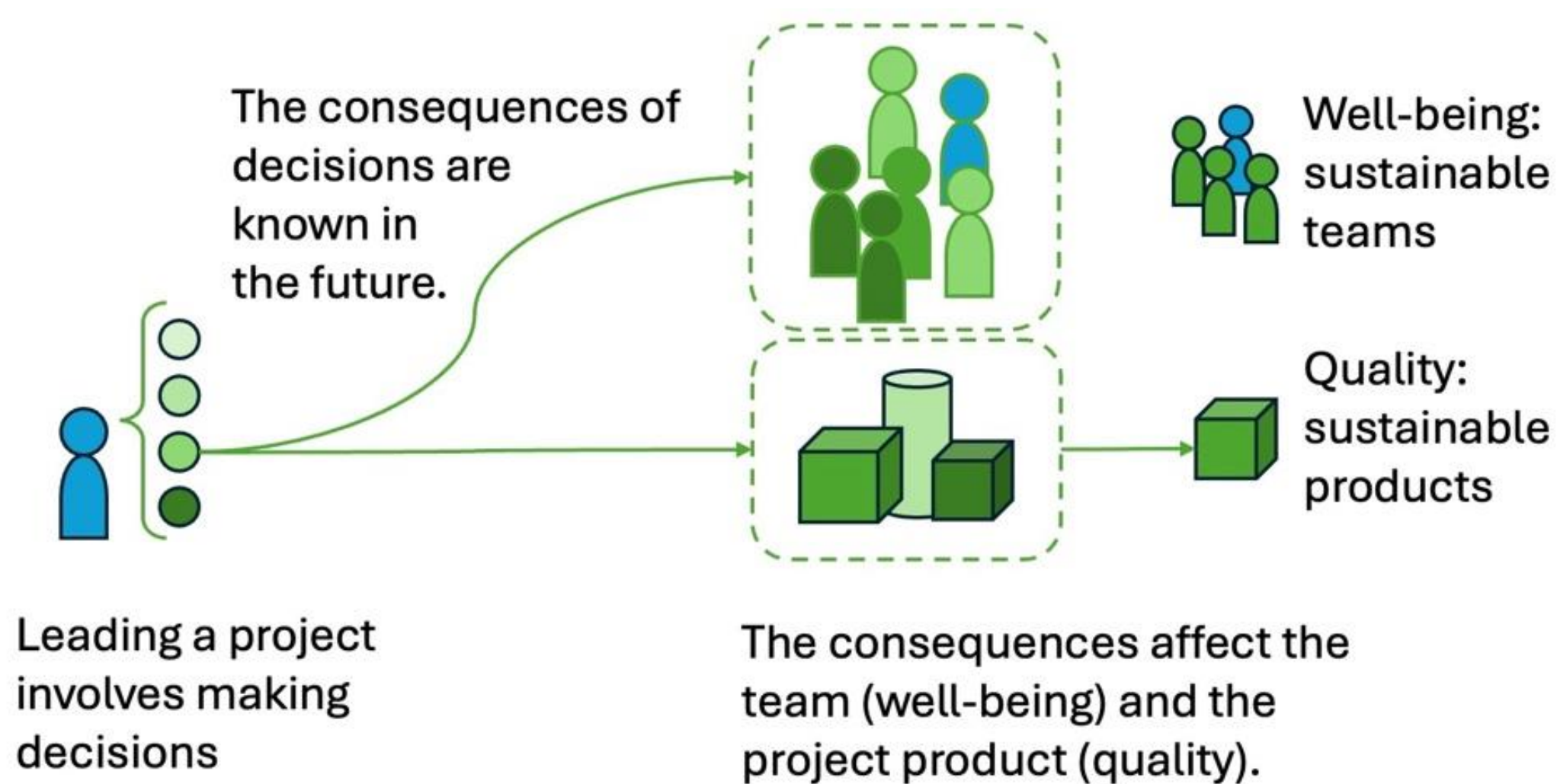
Focus Groups Process

1: Process-based point of view



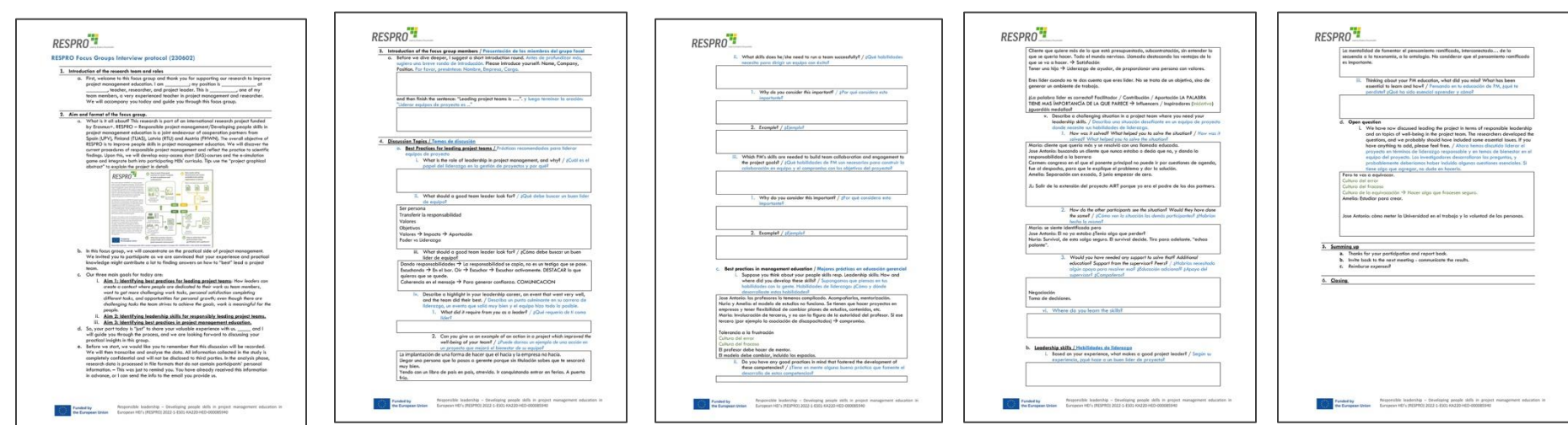
The "data" path must be clear. At the beginning, the protocol (script and questions) and the starting points (key points) are known. The focus groups are conducted in parallel so as not to interfere (or contaminate) with each other. The raw material must be passed through an analysis process so that, taking into account the starting key points, the expected result can be obtained.

2: Start from a clear definition

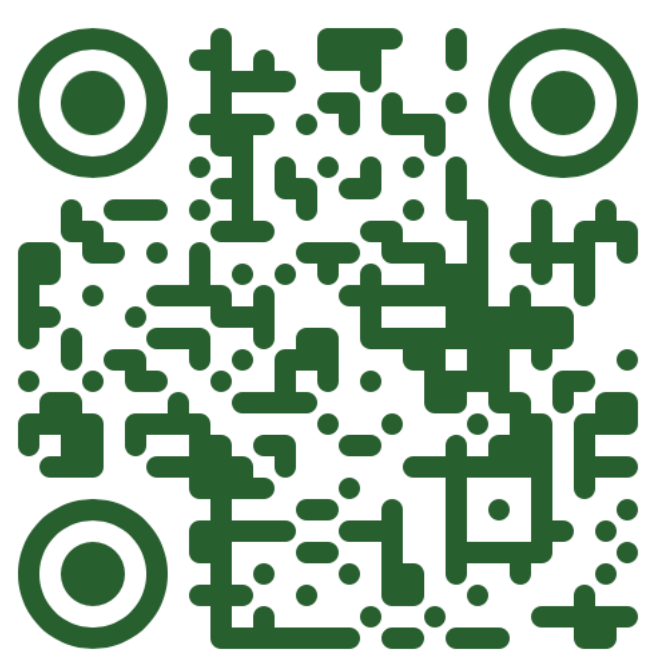


The most important thing in focus groups is two things: (1) determining the objectives, but above all (2) clarifying the starting point. In the case of the RESPRO project: the definitions of responsible leadership, wellbeing at work, and job crafting.

3: Follow the script, but let people talk



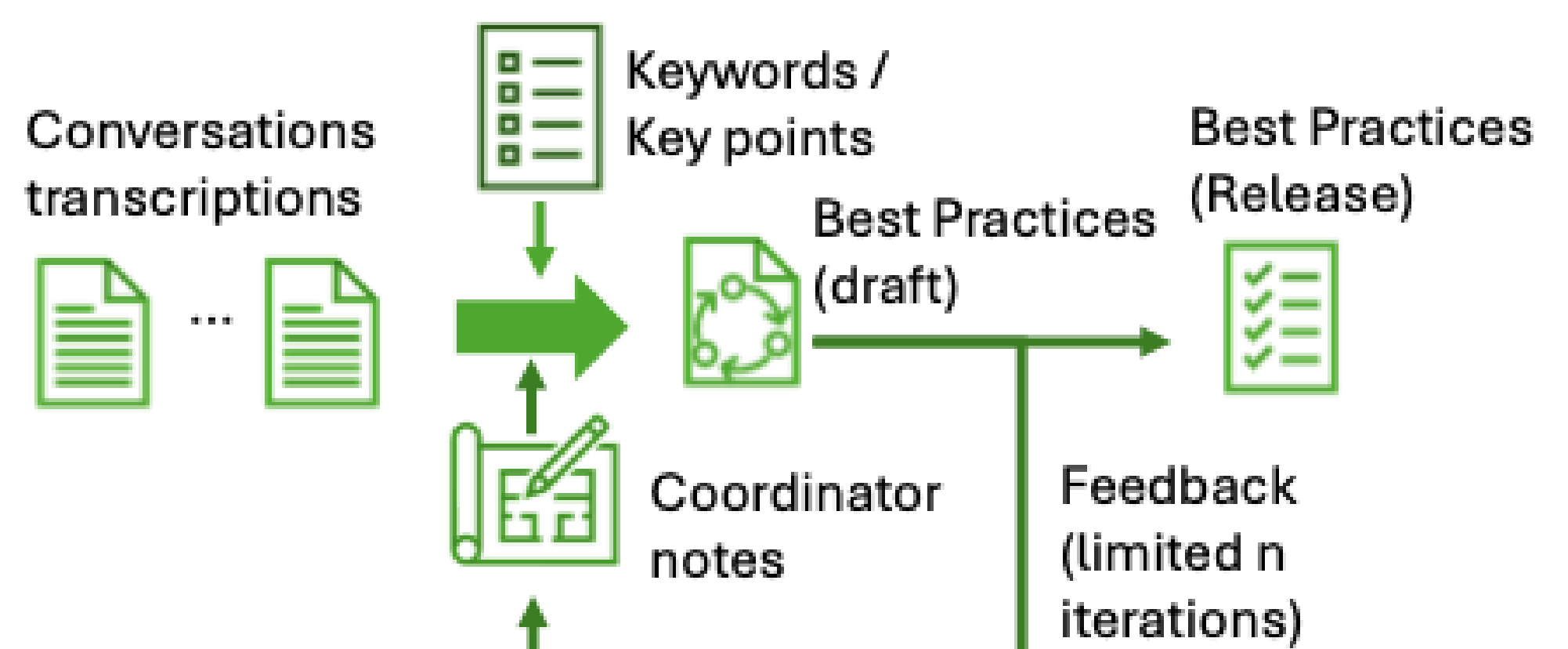
It's essential to follow the script, and especially to let the participating professionals share anecdotes, experiences, and reflections. These questions arise after a certain amount of time, so it's important to stick to the script and let them talk until they've shared one or two anecdotes.



<http://respro.webs.upv.es>

4: Avoid "analysis paralysis"

The process is iterative, so it involves revisiting drafts with annotations to refine the final product. Prioritize themes using a simple impact-vs-evidence matrix and stop when we hit saturation (no new insights across groups). To avoid analysis paralysis, we adopt an 80/20 rule, a clear "definition of done"



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