



Focus Group Facilitation Guide – Rank & File Members

May 29, 2014

2 – 3:30 p.m.

WELCOME AND INTRODUCTIONS

- Welcome group and thank them for coming
- Explain the project and the purpose of focus groups
- Participants introduce themselves to the rest of the group
- Ground rules: informal, candid, confidential (no names attached to report)
- All comments welcome and appreciated

GUIDED DISCUSSION

1. Tell me about your company – how does The Chamber add value to your company?
2. What is the #1 issue facing your company today?
3. A) What is the greatest opportunity (a favorable chance for advancement) that the marketplace enjoys?
B) What is the greatest threat (something impending that is harmful or negative) that the marketplace faces?
4. Sentence Completion Exercise (have participants write out answers on scrap paper before sharing with the group and elaborating – do them one at a time):
 - The main purpose of The Chamber is _____
 - Chamber, you would be really smart if you _____
 - When it comes to The Chamber, the one thing that makes me tear my hair out is _____
 - The worst thing The Chamber could do is _____
5. Other than the economy, what would you say is the biggest challenge facing your business?
 - Taxes/fees
 - Employment/labor force issues
 - Local regulations
 - State regulations
 - Federal regulations
 - Profitability/growth
 - Competition
 - Legal exposure
 - Access to capital/funding
 - Other



6. How important is it to you that The Chamber be involved in the following:
 - Creating a strong local/regional economy
 - Representing business interests with government on business issues
 - Providing networking opportunities
 - Promoting the community
 - Providing education and business resources
 - Political action, such as passing business related ballot measures or getting business friendly candidates elected
7. How does The Chamber perform when it comes to the following:
 - Creating a strong local/regional economy
 - Representing business interests with government on business issues
 - Providing networking opportunities
 - Promoting the community
 - Providing education and business resources
 - Political action, such as passing business related ballot measures or getting business friendly candidates elected
8. The main purpose of The Chamber should be...
 - Create a strong local/regional economy
 - Represent the interests of business with government
 - Promote the community
 - Provide education and business resources
 - Provide networking/referral opportunities
 - Political action, such as pass ballot initiatives or getting candidates elected

CLOSE

Thank participants for their time and insights.