

Post-survey focus groups

SURVEY RESULTS ARE CONFOUNDING – NEW QUESTIONS EMERGE

- Overall employee feedback is unclear
- Some concerns appear broadly based, others less so
- Findings vary by age, or between functional areas, divisions and the organization at large
- Comments suggest one thing, ratings something different
- All issues convey a degree of urgency
- Establishing priorities becomes a matter of bias, opinion

After employee engagement survey results are in, further dialogue may be needed to validate and clarify results, unearth the root causes of issues, and provide deeper insights that feed into and assist with action planning.

TALENTMAP'S POST-SURVEY EMPLOYEE FOCUS GROUPS PROBE PROBLEMS, CAUSES, AND SURFACE SUGGESTED SOLUTIONS. THE PROCESS ALLOWS PARTICIPANTS TO CONTRIBUTE WITHOUT MUCH EFFORT AND PROMOTES A HEALTHY SENSE AMONG EMPLOYEES THAT THEIR OPINIONS ARE VALUED.

TALENTMAP'S POST-SURVEY FOCUS GROUPS:

- Bring together dynamic groups of eight to ten employees, managers, and leaders to solicit additional insights and clarity
- Add context and a solid understanding of root causes behind issues raised in your final survey results
- Gather initial employee suggestions for post-survey action plans from focus group participants
- Consists of three to six focus groups, two hours each, over a period of one to two days
- Explore major issues that have the greatest impact on employee engagement in your organization (e.g. senior leadership, vision)
- Produce a detailed report with recommendations from TalentMap to guide next steps





Ask. Analyze. Act.

Using an experienced moderator is the most important thing you can do to ensure good results from your focus groups. Trusted third-party specialists facilitate conversation by asking questions, probing to clarify answers, keeping the group on topic, and making sure everyone is heard.

“The employee feedback we received was thoughtful and enough to propel us forward onto a path of cultural change that could not have been achieved without TalentMap’s expertise.”

– Sheila Kendall, Central Park Conservancy



With TalentMap as your post-survey focus group partner

- Reduce the risk of biased, unreliable data interpretation
- Solicit participation and buy-in across all levels in your organization
- Understand root causes of employee disengagement and obtain deeper insights to guide credible decision-making
- Establish an environment of trust to unravel core workplace issues
- Reaffirm your organizational commitment to employees and workplace improvement
- Have an experienced moderator facilitate conversations to uncover valuable insights
- Build groups that have an “exchange dynamic” to encourage active participation from all members
- Shift the inclination to concentrate on low departmental scores towards key organizational opportunities with the greatest potential impact
- Recognize and delve into high impact employee engagement issues
- Receive a focus group summary report with next step recommendations from TalentMap

HAVING CONDUCTED HUNDREDS OF THOUSANDS OF DIFFERENT SURVEYS IN EVERY TYPE OF ORGANIZATION ACROSS NORTH AMERICA, TALENTMAP OFFERS YOU THE INSIGHTS, CONTEXT AND EXPERIENCES OF THOSE ORGANIZATIONS ALONGSIDE A DEEP UNDERSTANDING OF POST-SURVEY ASSUMPTIONS AND METHODOLOGIES THAT DRIVE EMPLOYEE ENGAGEMENT RESULTS.