



DIVERSITY FOCUS GROUPS – starting the conversation

A Focus Group is the collection of information in a group setting. For example, a group of employees and a facilitator discuss the cultural climate of their organization. Focus Groups have distinct advantages over other Diversity Audit tools.

One advantage is that it permits clarification and explanation of the information being discussed. It is also more personal than surveys.

Ten crucial questions to ask in your focus group...

What are the signs that your organization values diversity?

What do you wish that management understood about your own group?

What are the obstacles in the way of employees who are different from the mainstream?

What kinds of prejudice or discrimination have you faced, if any?

What contributions and behaviours are most valued and rewarded here?

What behaviours of other groups are more difficult for you to deal with or most irritating?

What do you wish that your manager understood about you?

What do you need to do and/or know to get ahead in this organization?

What groups are easiest for you to cooperate with? What groups are the hardest?

What do you think the organization could do to get the best from everyone?

This will help you identify the specific issues for your organisation, then...

- Start preparing your case to put to management

This exercise helps ensure staff feel involved and inclusion is critical to introducing change...