

Business Creator Badge

Focus Group Best Practices

- ▶ Invite focus group members who you think will provide honest feedback.
- ▶ Prepare your questions in advance; use them as a guide to open up discussion.
- ▶ Keep your questions informal and simple. Your goal is to encourage conversation.
- ▶ Call on people for feedback. Try not to let one member dominate. Let everyone know their opinions are valuable.