

## Employee Focus Groups

Using Focus Groups to inform organisational effectiveness and employee engagement initiatives

“ Insync Surveys’ Focus Groups were fantastic; they have given us very specific information on what we should stop, start and continue to do with regard to two specific systems and processes which were highlighted in our staff survey results. ”

Leader of a utilities company

Focus Groups give your employees a “voice” and help you to further understand the key levers for making your organisation more effective and your people more engaged. Insync Surveys’ Focus Groups not only provide you with an effective forum to discuss your staff survey results, they also inform your post survey action planning process. In doing so, you demonstrate the importance of your employees’ involvement in your organisation’s improvement journey.

### Why undertake Focus Groups

Focus Groups provide you with valuable insights into what improvements you can make to enhance growth or address areas of concern that are specific to your unique

organisational context. Insync Surveys’ clients have used post survey Focus Groups to inform improvement strategies around:

- leadership and innovation
- strategy and planning
- communication
- people
- customers
- processes and systems
- business results
- employee engagement

### What you can expect

An experienced registered psychologist or research expert will work with your





organisation from start to finish, providing support and best practice knowledge to ensure your post survey Focus Groups are a success.

We will partner with you to:

- devise a suitable discussion guide
- identify the most appropriate demographic composition of each group
- provide you with proven communication templates to aid participation rates

Insync Surveys will facilitate the Focus Groups in a friendly, sensitive and impartial manner. Our registered psychologists or research experts will ensure we create a safe environment for all participants. Our methodology for our Focus Groups ensures participant confidentiality.

Alternatively, our experts can train your own practitioner(s) to facilitate Focus Groups to yield actionable insights to inform planned improvement initiatives and/or broader organisational strategy.

## Reporting

Insync Surveys will deliver a structured, action oriented report based on your Focus Groups; this report will de-identify respondents and succinctly present key themes and trends from your Focus Groups. Our registered psychologists or research experts can partner with you further to discuss the opportunities for improvement as identified by this employee research and how it relates to your existing strategies.

## About Insync Surveys

With offices in Melbourne and Sydney, we specialise in employee, customer, board and other stakeholder surveys backed by consulting. Our registered psychologists and research experts help organisations become more effective.

We co-founded the Dream Employers Survey and have worked with some of the largest organisations in Asia Pacific, including: Cathay Pacific, Toll, Medibank Private, WorleyParsons, Fairfax Digital, Mission Australia, the Australian Curriculum, Assessment and Reporting Authority, state government departments, many local councils and most university libraries. This broad experience allows us to benchmark your results.

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