

Focus Group Top Tips

Tips for gathering meaningful insights from your respondents.

Uncovering customer insights is about understanding WHO the customer is. And getting a group of strangers to open up to you is a critical part of equation. So, how do you set the stage for focus group success?

We've put together a TOP TIPS LIST for connecting with your group quickly for meaningful insights.



Want more? Check out **Top Tips** for **ONLINE Focus Groups**>

DIALSMITH

5

SET THE ROOM AT EASE

Self-deprecating humor is a go-to. A little smile will ease the tension early on. Some moderators hesitate to press for more information from respondents, fearing the appearance of bias. Frankly, this is a disservice to the client. Instead, when probing for answers, simply **remind respondents that you are playing devil's advocate** to get some clarity and understanding, not because you have any skin in the game.

4

BALANCE RESPONDENTS

You want to hear from everyone equally, despite the differing personalities in the room. This can be one of the biggest challenges for a moderator- and one of the biggest concerns for clients. A skilled moderator will know how to pivot away from the 'talker' personality (by thanking them for their input) and quickly pivoting to a 'listener' personality by saying "now I want to hear what Josh thinks about this same idea". **If you pivot away from the talker repeatedly, they will begin to pick up on your cues.**

3

KNOW WHEN TO DIG DEEPER

When a respondent says something that is internally contradictory, that is a cue to dig deeper to seek understanding. **Humans are able to live with contradiction in their own heads.** We are all filled with contradictions. The moderator role is not to force a respondent to pick one of these opposing convictions, but to simply understand how they mentally reconcile holding those two contradictory beliefs.

2

START WITH ASPIRATIONS

To avoid philosophical roadblocks, it can be much more effective to **approach delicate or highly-charged topics laterally**. It's the difference between "Today we are going to talk about climate change" and "Today we are going to talk about clean energy solutions to our environmental challenges." This way, you start the conversation with their vision of what energy should look like in the future, and what they would like to see their grandchildren's generation using for energy, and it brings the temperature down in the room. (so to speak)

1

KNOW YOUR ROLE

You are not there to educate or influence. **A moderator is a Sherpa; a guide.** Uncovering their life experiences will add relevant context to their input. And in doing so, you are taking your respondents on a journey to hunt for the truth.



WHO ARE WE?

We are the product and message testing experts at Dialsmith and Lillian Labs. Some of the worlds' largest companies and government leaders turn to us for our expertise in qualitative research.

Our technologies are industry-leading for qualitative moment-to-moment research.



HOW DO WE DO IT?

We use dial testing to identify what works and what doesn't by measuring audience responses moment-by-moment. We then dive deep in interviews and focus groups to find out the 'why' which allows us to fine-tune your narrative for the best ROI.

Contact us to tackle a tough messaging challenge.

hi@dialsmith.com