
TABLE 12.3 | Sample Focus Group Questions

These questions are examples of the kind of discussion “pump primers” you can use to get people talking and to focus their comments on the areas you are investigating.

- What are signs that this organization values a diverse workforce?
 - What obstacles prevent you from doing your best?
 - What organizational practices, policies, or norms keep people from succeeding and/or moving up?
 - What keeps you here in this organization? What would tempt you to leave?
 - What kinds of prejudicial or discriminatory have you faced or seen, if any?
 - What do you wish members of other groups knew about you or your group?
 - What do you wish your manager understood about you and your needs?
 - What do you wish management understood about your group?
 - What contributions and behaviors are most valued and rewarded in this organization?
 - What do you need to do and/or know to get ahead in this organization?
 - What would you like to know and/or learn that could help you succeed here?
 - How comfortable, accepted, and valued do you feel in this organization? Why?
 - What groups are easiest/hardest for you to work cooperatively with?
 - What behaviors of other groups are most difficult for you to deal with or most irritating?
 - What do you think the organization could do to get the best from everyone?
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