

## Focus Groups

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**Overview** During a typical weekend consultation we will conduct two focus group sessions. The purpose of these sessions is to:

- Gain insights from a variety of people;
- Look/listen for trends that may help in writing the report;
- Give these members of the church an opportunity to share their perspectives with the team and thus feel like they played a part in the weekend consultation process.

The Friday session is usually 1 to 1½ hours long. The Saturday session is one hour.

\* The pastor, or anyone related to the pastor, should NOT attend either of these focus group sessions.

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### **Friday Night Session**

In most cases we will hold a focus group session on Friday night after the dinner with the pastor and their spouse. This group should consist of people who are regularly attending the church, but are not in any position of leadership.

It is best to have as diverse a group as possible. (age, time attending this church, background, worship service, etc...)

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### **Saturday Morning Session**

The focus group on Saturday morning should consist of the Ad Board/Council. The coach will conduct a one-hour session focused on one or two key issues which have surfaced so far. These leaders should also attend the Saturday training session.

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### **\*Other Sessions**

In some rare cases there is a group of people in the church who are upset about something and could potentially disrupt one or both of the other focus group sessions. If the pastor feels this is the case, then they should partner with their lead consultant to discuss the possibility of holding a separate focus group session with these people. This session might take place on the Thursday night prior to the weekend consultation.

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## Focus Groups, Continued

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**Introductions** *(Thank the group for coming. Explain the purpose for the session is for you and the team to listen and learn from them as you continue to discover trends or patterns within the church.)*

*Briefly introduce yourself and any other members of the consultation team.*

**Go around the room and have each person introduce themselves along with:**

- **How long they have been attending the church**
  - **Which service they attend (if applicable)**
  - **Current position / involvement within the church**
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Go around the room with each of the following questions allowing each person to briefly respond. Ensure that you or someone on the team is taking notes.

- 1) What would you say is the best thing about your church?**
  - 2) If you had the power, what is one thing you would like to see changed about your church?**
  - 3) Look in your crystal ball...what would you like to see here in this church in five years?**
  - 4) What is your expectation for this weekend?**
  - 5) On a scale of 1 to 10 (with one being not willing at all and 10 being totally willing) how willing are you to change things here at your church? [NOTE: Their personal willingness to change...not how they view the church's willingness to change.]**
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