

Qualitative: Internal Focus Groups & Interviews

Understanding the Employee Perspective Adds Value to Any Type of Internal Research

While quantitative research may be the best approach in many circumstances, there are times when **qualitative** research is a better option.

Burke's qualitative experience spans across industries and countries, providing the **insights** and information needed to help our clients **succeed**. Our experienced facilitators ensure that clients receive the best overall outcome.

Our Employee Engagement and Retention Management practice provides full-service qualitative research services. Our teams meet and **exceed client expectations** by providing service that is thorough, customized, and timely.

"The greatest compliment that was ever paid me was when one asked me what I thought, and attended to my answer."

— Henry David Thoreau

Burke's full service qualitative research practice area offers clients rich insights by providing knowledgeable moderators, proven facilitation methods, and a variety of tools and formats including in-person and online focus groups as well as in-person and phone interviews.

Leaders

Interviews with key leaders uncovers concerns, issues, or requirements from the leadership perspective.

Managers

Mini focus groups with a small number of managers allows for open sharing among peers. This is vital to bridging key communications across management layers.

Employees

Focus Groups allow employee views to be heard and ensures quality in depth information is obtained.

Common Uses For Qualitative Research:

- Planning a new research initiative and seeking to understand both pre and post implementation questions and concerns
- As input into a survey design – what are the most important topics to cover and why
- Follow up to survey results as a way of digging deeper into the results – seeking for explanation to understand the data
- As a means for generating ideas for making positive change
- To seek feedback on any topics of interest including: diversity/inclusion, performance management, impact of the economy on company business, or any other "hot issue"

Qualitative Is the BEST Option When:

- Information is needed quickly, without time for a survey
- A specific question needs to be answered
- A change is needed, and it would be good to know - in advance - how people will react



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Seeking Increased Understanding by Gaining Insight Around Key Questions

Burke's Online Focus Group Format Facilitates Personal Information Gathering Across Functions & Regions in a Timely, Professional Manner

- Our trained online facilitators are able to collect input in a live online meeting with remote participants by typing in their comments via a structured interview approach
- Allows for cost-conscious global reach and data gathering

Depth of Information

- Understanding employee perceptions allows organizations to better leverage their human capital and optimize workforce performance.
- By combining qualitative and quantitative efforts, as appropriate, topics can be optimally understood and addressed. People like to be heard and qualitative provides an opportunity to advance the dialogue beyond anecdotal comments or periodic survey data.

What Are the Benefits to a Qualitative Approach?

- A qualitative study can be done start to finish in 3-6 weeks depending upon the purpose and extent of the study.
- It offers a flexible and comprehensive way to gain information with targeted participation as desired.
- Decisions don't have to be made in a vacuum. Qualitative input can be used to clarify points of uncertainty enabling decisions to be made with clarity and confidence.
- When managers and employees are included in a change process, they are more likely to support change and adopt new behaviors.
- Qualitative research, rich information with examples and insights can be gained at a relatively low cost.

Key Success Factors for Meaningful Qualitative Research

- Representation from key internal stakeholder groups
- Setting proper expectations
- Effective facilitators
- Trust in the process
- Candid information sharing
- Valuing the opinions of all
- Applying the insights in a useful and meaningful way
- Maintaining confidentiality and integrity in the comments – after the session ends

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