**Step 1: Determine Goals & Purpose**

| Guiding Questions | What do I really want to know? (be specific)  
|                  | Why do I want to know it?                  
|                  | What answers might I expect?               
|                  | What will I do with these answers to improve my program? |

**Step 2: Establish a Timeline**

| Guiding Questions | When do I need the results?  
|                  | Are there other pre-scheduled events that would cause conflict? |

**Step 3: Identify & Invite Participants**

| Guiding Questions | What are the inclusion/exclusion criteria? |

**Step 4: Select Facilitator & Assistant Facilitator**
### Step 5: Choose Location

**Tips:**
- Preview the room
- Arrange chairs/tables so participants can face each other

### Step 6: Generate Questions, Develop Script & Rehearse

**Guiding Questions:**
- How does this question serve the goal or purpose of the focus group?
- How can the responses to this question help us improve our program?

**Tip:**
- Incorporate engaging questions or activities

### Step 7: Lead Focus Group

**Tips:**
- Encourage examples
- Don’t be afraid of silence

### Step 8: Make Sense of Data & Report

**Tips:**
- Review notes and fill in gaps ASAP

**NOTES:**