

FOCUS GROUPS 2025

THE WORK LIFE BALANCE FOCUS GROUP: The standard general HR outlet for all companies regardless of sector to offer to their teams.

Employee surveys and data feedback - Our qualitative research surveys are all about how your workforce FEEL and in order to find this out, we conduct in depth interviews in our focus groups from all participants and feedback that data in data graphic format so you can see the results for yourselves via heat-maps, demographics and employee feedback analysis. We track and trace the data each quarter so that by the end of the year you can see the full impact of the progress, the trends and changes as they update impacting both the Business culture via performance KPI's and the individual employee based on the support they have received via the work we do to initiate change and development

Our focus groups are held monthly and are group based but also individual where required. We ask people to be open about what it is they struggle with the most throughout their daily lives. As everyone's circumstances and variables are different, we use the results to offer up a data map that speaks of the areas that need the most focus. All questions are related to WORK AND LIFE matters and are fed back anonymously

We also host quarterly mix and match groups where people from different companies can join in in different groups to see and hear the insights from other individuals and workforces as comparatives. Although this is optional, it offers them the chance to see results from other points of view. It is not fed back data it is merely for perspective gains for the employees that are in attendance as often we believe it is beneficial to gain insights from outside of your immediate circle or sector

Each focus group is for the duration of a year contracted. It is paid for each member up front and is held via zoom. If a member cannot attend the recorded meeting will be sent to them for their review and they can feedback their own data to us privately.

Each interview is monthly and each quarter we have our mix and match though we do also send out monthly questionnaires and surveys pertaining to

- Lifestyle and wellness
- Family life
- Finances and funding
- Sleep and rest
- Personality and self
- Inside your mind
- Extra curricular
- Dream big
- Human animal connections

And many more that are designed and managed in house by our fab team of analysts and surveyors

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All our data is held privately and is not shared or sold outside of our company however we do have an annual publication where we pool ALL of our general data together to create a 'CORE INSIGHTS' publication that demonstrates the overall results in their general format.

There will be nothing personal or related to your own company or client files perse but it offers an insight into the collective feels. This is available for purchase by anyone interested, yourselves as clients included should you wish to see the bigger picture. Clients will receive a 10% discount if they are interested in this option

OUR FOCUS GROUPS ARE SUPER ENGAGING AND REALLY GIVE US THE CHANCE TO EXTRACT DATA AND SEE HOW PEOPLE ARE FEELING BOTH INDIVIDUALLY AND COLLECTIVELY