

Instructions for Practicing an Appreciative Focus Group

Preparation: Identify a facilitator, a recorder, and a reporter. Facilitator keeps the conversation moving, the recorder captures better practices during the analysis phase, and the reporter will give a brief report out to the whole group.

Topic: Places to eat in my community

- 1) Tell us a brief story about the best eating out experience you've had in your community. What made it such a good experience? Who was involved? Describe the event in detail, but briefly.
- 2) Let's talk for a moment about some things you value deeply about the experience of eating out.
 - a) Without being humble, what do you believe you have to offer as a customer?
 - b) When you are feeling best about your eating out experience, what is it about that experience that you value most?
 - c) Overall, what do you value about eating out?
- 3) From your experience, what do you believe is the core value (most important thing) of your favorite place to eat out? Can you give a brief example of how you know this?
- 4) What three wishes do you have for making the eating out experience in your community even better?

FOCUS GROUP ANALYSIS SHEET

- 1) What were the most positive **quotable quotes** that came out of your discussion? (If you can't remember the exact words, write the gist of it.)

- 2) What were the most **compelling stories** that came out of your discussion?

- 3) What was the most **life-giving, engaging moment** (the moment of "flow" and total engagement) in the discussion for the group?

- 4) Did a particularly **creative and/or innovative example of an outstanding eating out experience** emerge during the conversation? If so, describe what you learned about it.

- 5) What **three themes** stood out most for you during the interview? (By "theme" we mean those things the person seems to MOST want to create/have MORE of in their experiences of eating out.)

- 6) Based on the themes, what are some **better practices** that restaurants, or even customers, could use to create better eating out experiences? (Recorder captures these on flipchart.)