

- Start-up
  - Small talk
  - Thank yous
  - Establish the objective
  - Intros
  - Ethics statement
  - Ground rules



- General
  - Pausing (“Silent probe”)
  - Paraphrasing/repeat
  - Asking for additional comments
    - “Any” vs. “Some”

## ■ Types of questions

### — Clarifying

- “What is the best way to summarize for our notes?”
- “I want to make sure I understand, can you explain more?”

### — Perspective-comparing

- “Who has a different perspective on that?”
- “Can someone build on that?”

### — Probing

- “Can you say more?”
- “Why do you think you feel this way?”
- “What is an example of that?”

- Types of questions
  - Changing topics
    - “What I’d like us to now move onto chatting about is...”
  - Getting back on track
    - “I think we’ve gotten a bit off track here...our time is limited so can I bring you back to...”

- Closing the focus group or interview
  - Next steps
  - Thank yous
  - Praise
  - Value
  - Sharing results