

## **Focus Group Exercise**

Determine what organizations are present. For each organization, form a cluster of no more than five, no less than three representatives of the various organizations. For those who do fit a cluster, have them join an organization they are interested in serving.

### **Cluster Tasks:**

1. Identify the particular groups your organization wishes to serve in the next 3 years? List your responses on flip chart paper.
2. Examine the list and determine particular competencies or experiences that you will need to create or develop to help your type of organization serve the group(s) you have identified. List these competencies and experiences on a flip chart.
3. Determine commonalities in your list of competencies and experiences. Remove duplications or combine similar items. Reduce the list of competencies and experiences to about eight items.
4. Place the list of groups you wish to serve and the list of competencies and experiences side by side.
5. Name as many ways as possible to develop the competences or develop the experiences in your organization.
6. Visit other clusters to seek out similarities in competencies and experiences identified in other organizations and determine the extent to which collaboration is possible.