



GROWTH

THROUGH SURVEYS AND FOCUS GROUPS

*Guest Speaker: Keith Christopher, PhD
Principal KC Surveys*





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December



WHAT'S UP NEXT

The 2nd Wednesday of the month
12:30pm eastern

- ✓ January 8, 2025 – Innovation: *Trends of 2025*
- ✓ February 12, 2025 – AI Tools & Ethics

Visit CMC-Canada for a list of all Canada events

<https://www.cmc-canada.ca/Events>

INNOVATION: TRENDS FOR 2025



WHY JOIN?

MEMBERSHIP CONNECTS YOU



CONSULTANTS



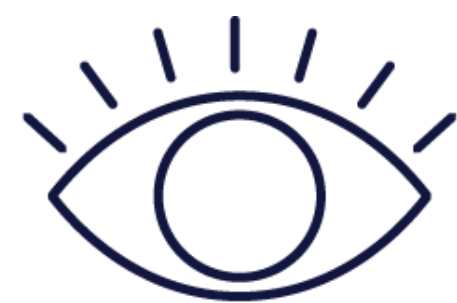
NETWORK



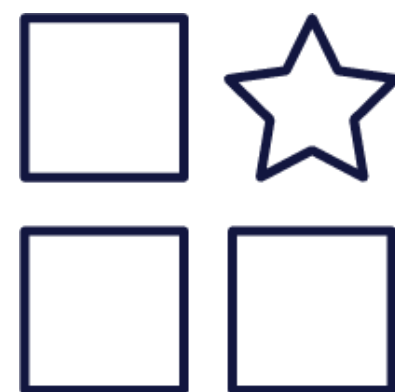
RESOURCES



CERTIFICATION



VISIBILITY



DIFFERENTIATE



IT'S TIME TO RENEW YOUR MEMBERSHIP.





Ontario Awards

Celebrating Excellence

Join us in January for an evening of celebration of member achievements, awards, and community engagement.

- 2 Locations
- 2 Events
- 2 Dates

Event Dates

- ✓ January 23, 2025 - Ottawa Rideau Club
- ✓ January 30, 2025 – Toronto National Club

Visit CMC-Canada for a list of all Canada events

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CMC-ONTARIO AWARDS *Night*

Join us in January, 2025 for an evening of celebration of member achievements, awards, and community engagement.

- 2 LOCATIONS
- 2 EVENTS
- 2 DATES



 [Learn more](#)

How to Participate

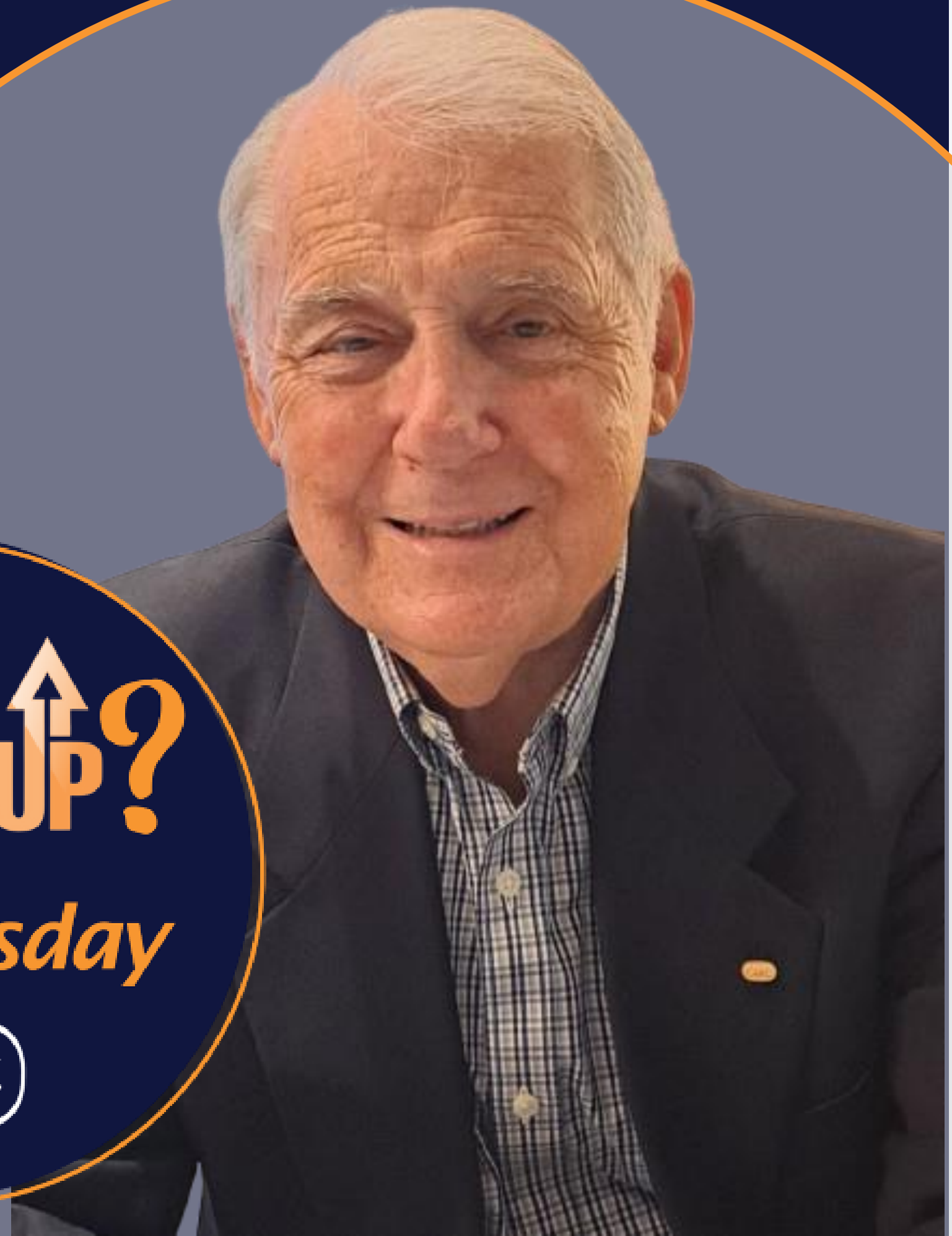
- You will be muted for this call
- To ask a question – Type the question into the chat tool.
- This session will be recorded
- A copy of the presentation will be available after the event.





SPEAKER

What's **UP?**
Wednesday



Keith Christopher, PhD

- ❑ Principal of KC Surveys
- ❑ 30 years of experience in survey design and analysis
- ❑ Trusted leader in survey research
- ❑ Passion for data-driven decision-making
- ❑ Diverse range of clients—from for-profit to non-profit companies



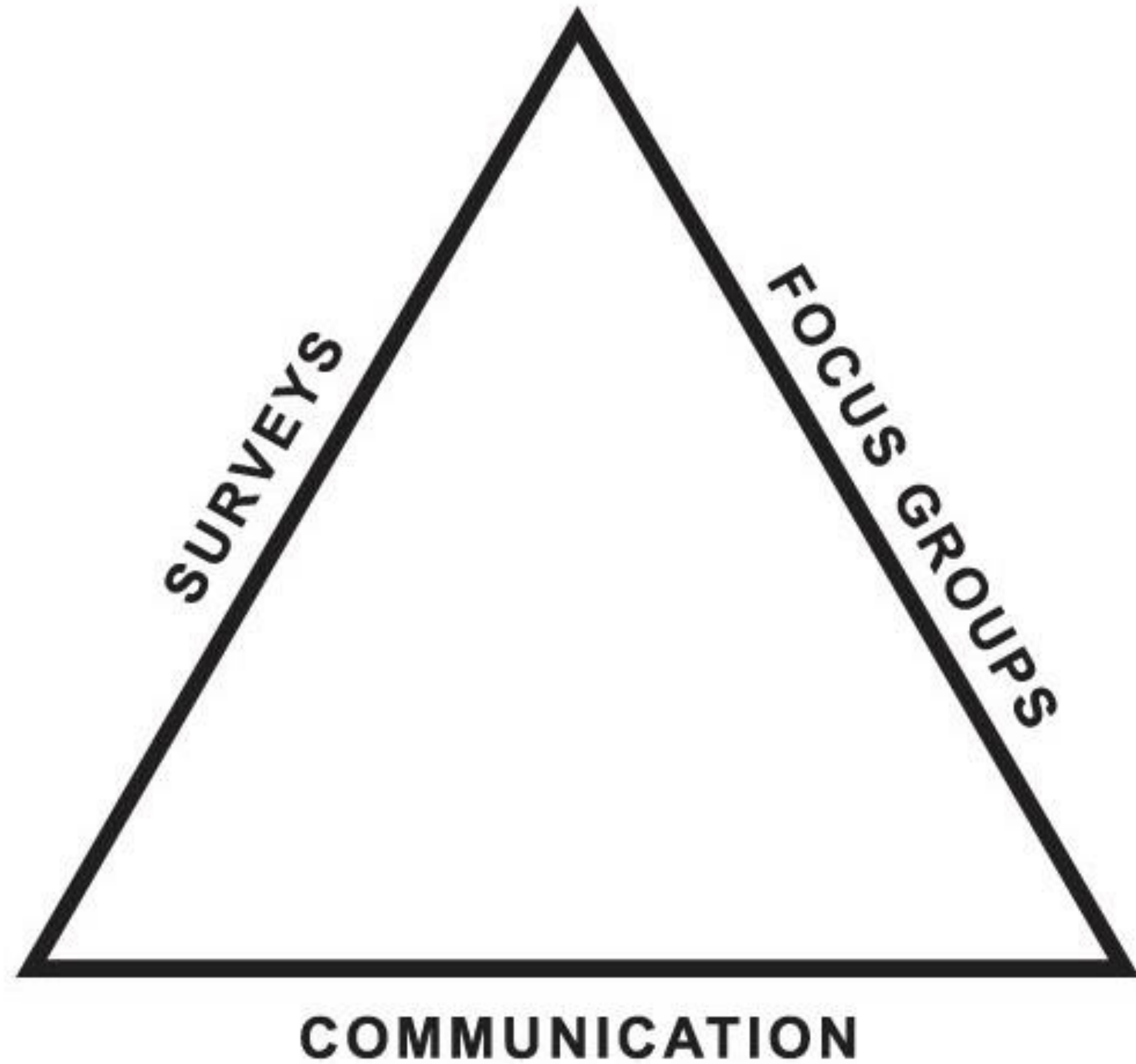
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1 Model

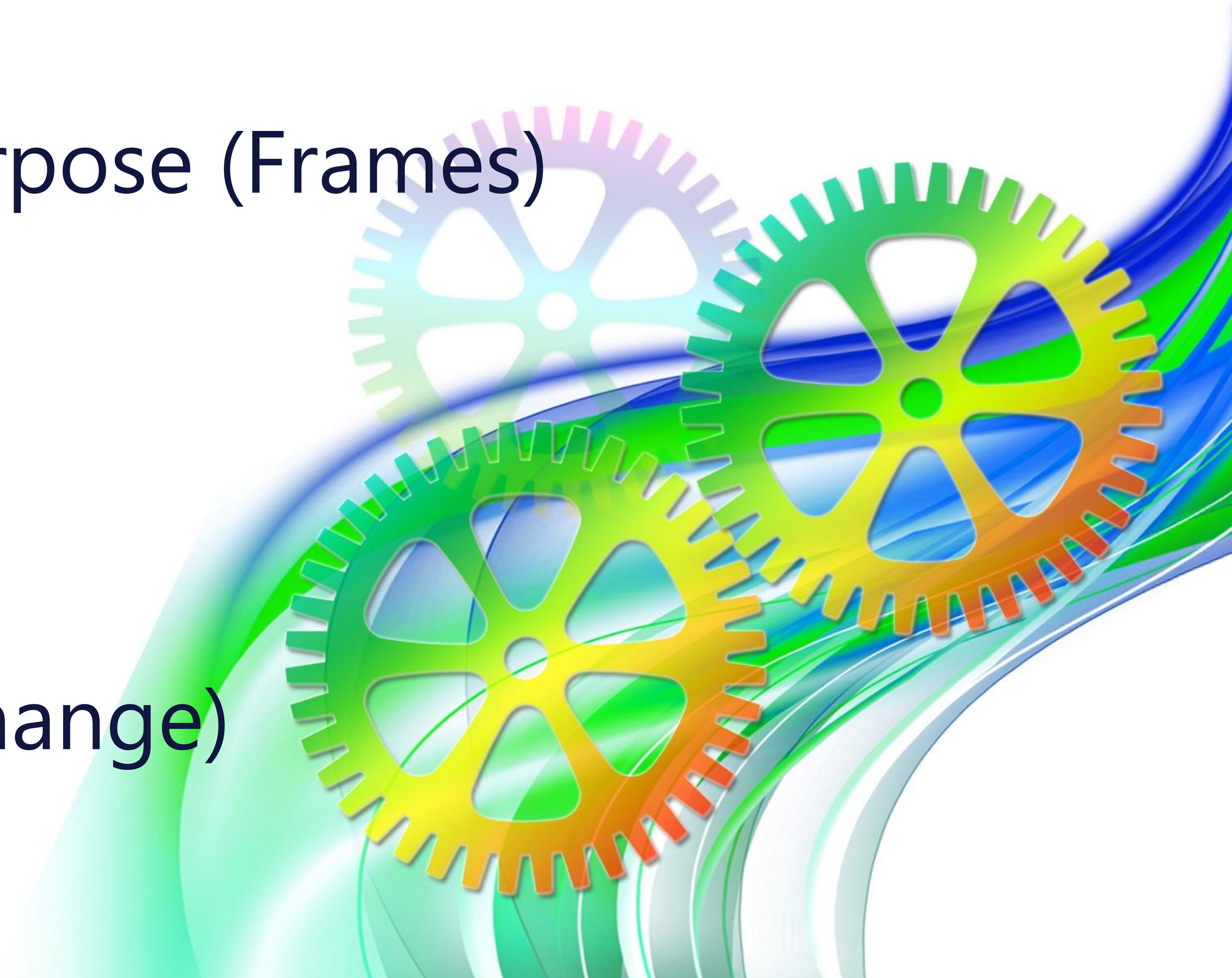


- Spur Growth



2 Surveys

1. Statement of Purpose (Frames)
2. Senior Staff
3. Line Staff
4. Commitment (Change)



3 Surveys

1. Samples

2. Random

3. Representative

4. Blend of Science and Art



4 Surveys

1. Simple to Complex
2. Use Simple, Clear and Positive Language
3. Watch Context (Each Question is Self-Contained)
4. Use Ranges



5 Surveys

1. Avoid Questions like: How should we Spend our budget?
2. Avoid Questions like: How should we Write our Mission Statement?
3. Avoid Questions like: How should we Market our Services?
4. Avoid Leading Questions

6 Surveys

1. Use a Variety of Questions
2. Watch Ranking Questions
3. Use Modified Open-ended Questions
4. Watch the Word “Not” and Negative Words
5. Avoid the Category “Other”

7 Surveys

1. Use Bellwether Questions
2. Use Alignment Questions (the Trilogy or Trifecta)

8 Surveys

1. Vet Questions with 5 to 7 Reviewers
2. Clarity, Ambiguity, Completeness and Length
3. Follow-up by Phone
4. Vet the Process



9 Surveys

1. Vital to Increase Response Rate
2. Engage Leaders and Champions
3. Announcement Letter (Anonymous)
4. Promise Summary Data Only
5. Host a Draw for Prizes
6. Focus on Presentation (User-Friendly)

10 Surveys

1. Ask for Participants Names (Use a "Because" Clause)
2. Set a Deadline (Three-Weeks)
3. Send out Two General Reminders
4. Following Deadline send out Two Personal Reminders
(Use the First Name)

11 Surveys

1. Follow up with Non-Respondents



2. Use Five Scaled Questions



12 Surveys

1. Watch the Length of Surveys
2. Go From the General to the Specific
3. Metaphorically Think of Peeling an Onion



13 Surveys

1. Watch the Frequency of Surveys
2. Depends on the Industry
3. Vitally Important to Experience the Cycle



14 Focus Groups

1. Complement to Surveys: What, Where, When vs How
2. Example: Website Search Feature
3. Not Random and Representative Sample
4. Requirement: Maturity and Experience

15 Focus Groups

1. Use 10 Clients but Ask for 12
2. Communication is Paramount
3. Two Weeks before Send Questions (5)
4. Ask Colleagues



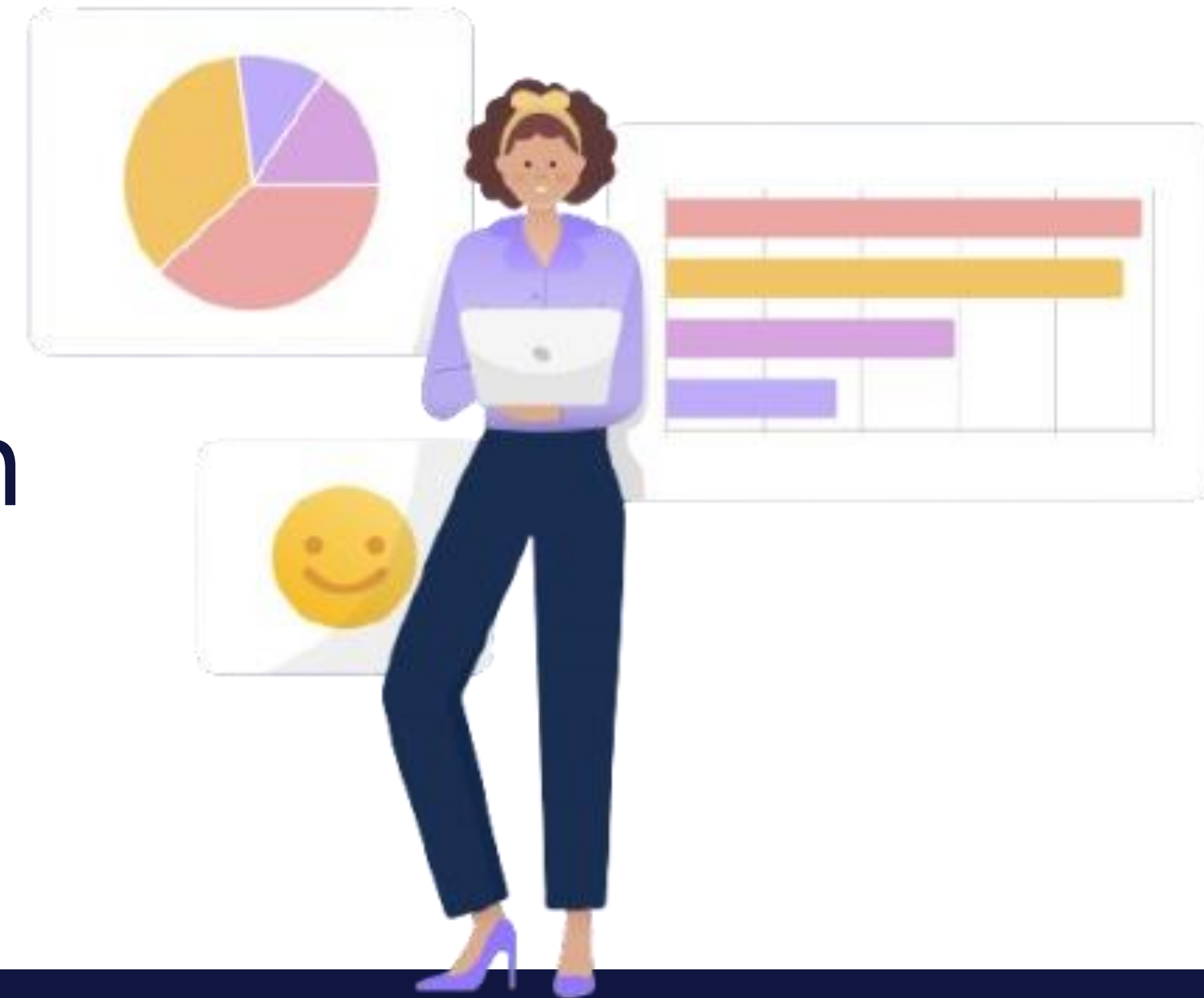
16 Focus Groups

1. Room and Table
2. Materials
3. Schedule Two to Two and Half Hours
4. 5 pm
5. Take a Picture of the Group



17 Focus Groups

1. Facilitator's Role
2. First Half Hour: Meet and Greet; Finger Foods
3. Notes and Minutes
4. Report
5. Feedback and then Dissemination



18 Communication

1. Location in Newsletters and on Website
2. Label Sections in Newsletters and Website
3. Regular Updates at Least Quarterly
4. Updates Authored by Key Management Figures
5. Ongoing Two-Way Dialogue

19 Communication

1. Ideally Discuss One Item at a Time
2. Bold Key Bullet Points
3. Use Graphics and Colours
4. At Key Events e.g. AGM---Written and Oral
5. Summaries---at Least Annually

20 Communication

1. Earn Advocates
2. Best Advertisements---Advocates
3. Advocates Spur Growth

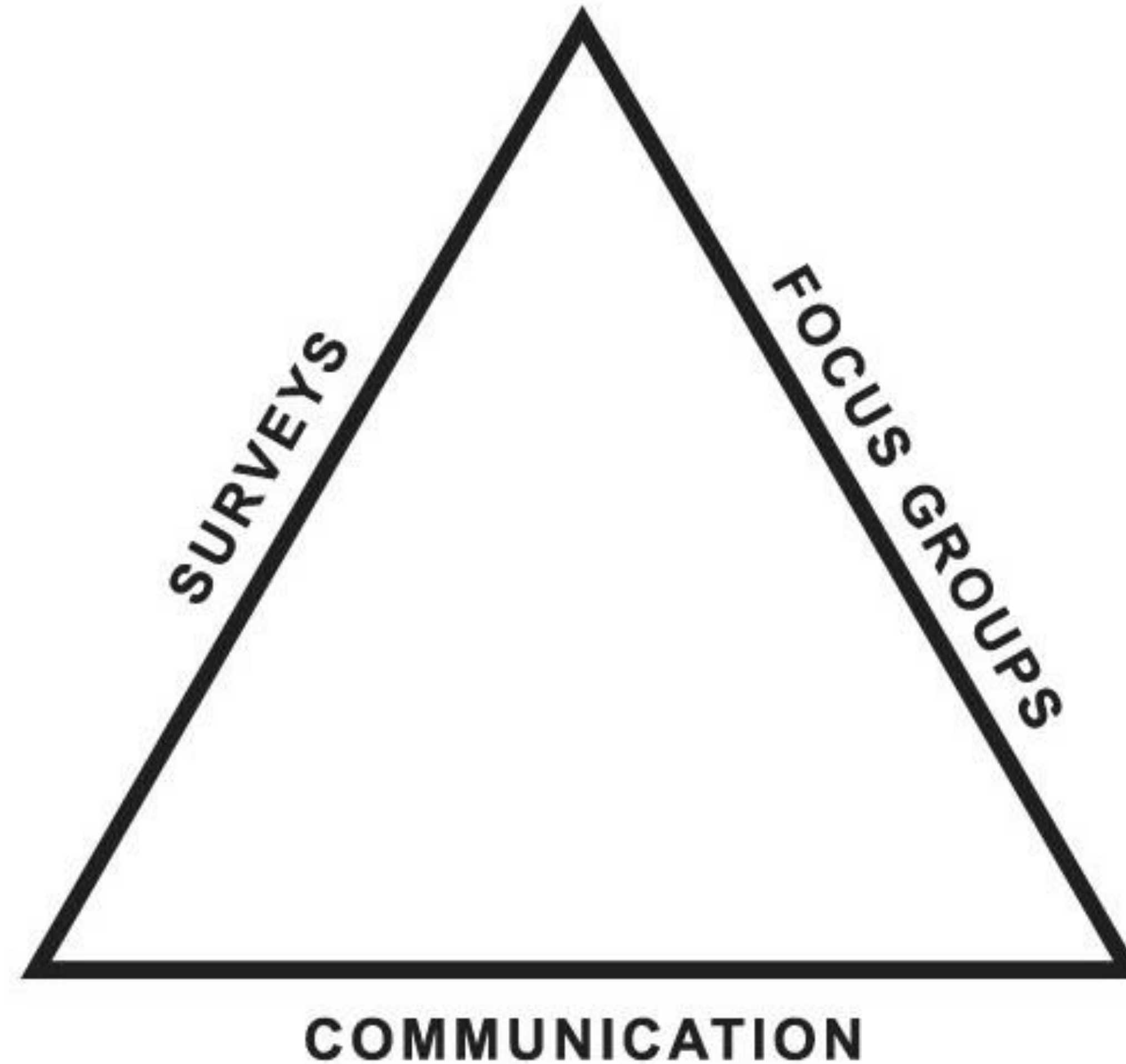


21 Communication: Survey Reports

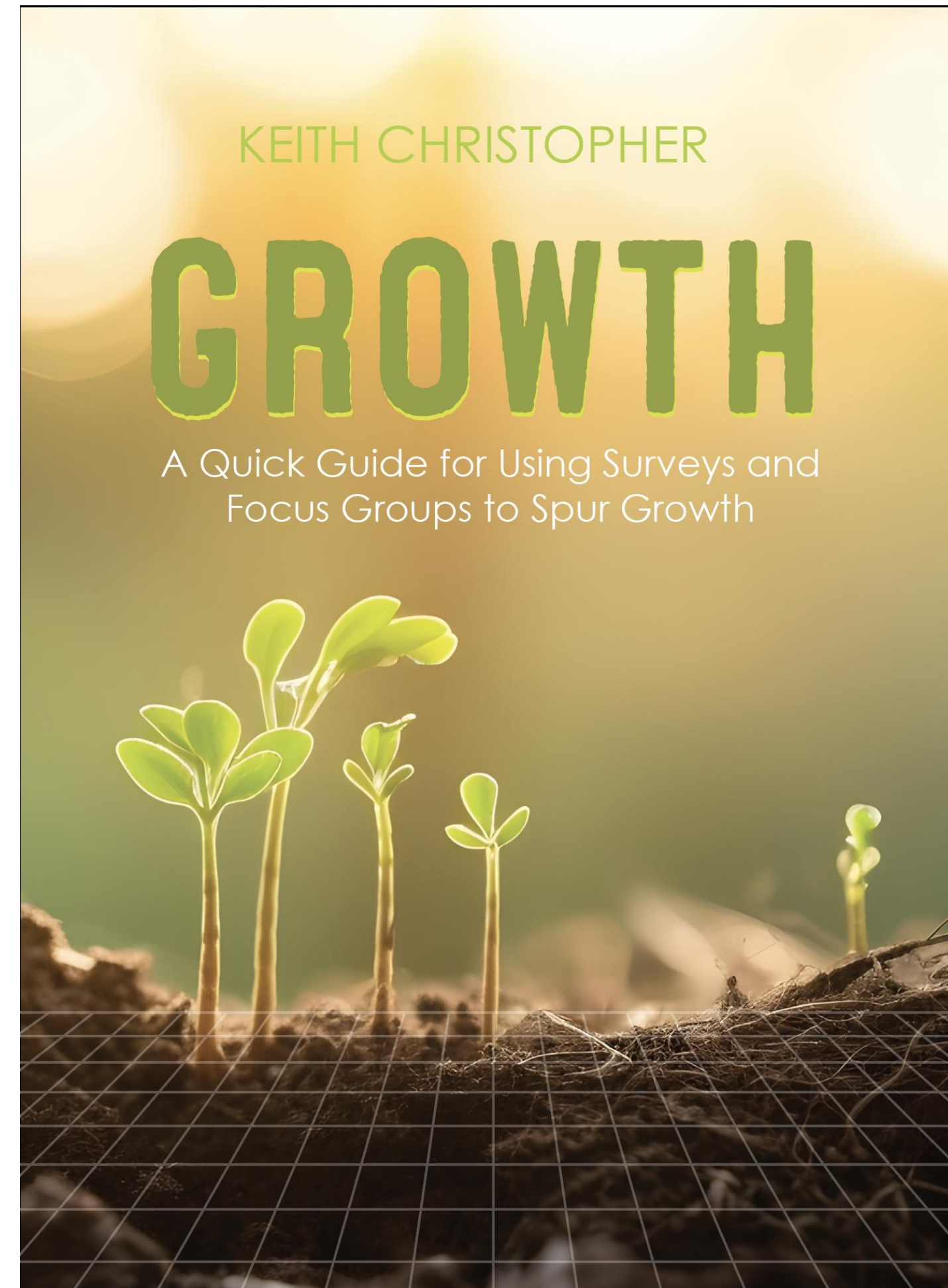
1. Use Graphs and Colour
2. Statistic Tools for Surveys---Means and Standard Deviation
3. Highlighting for Example with an Array of Numbers
4. Recommendations (3 to 5)



22 Spurring Growth!



23 Book



24 Book

- Title: *Growth: A Quick Guide for Using Surveys and Focus Groups to Spur Growth*
- Focus on Three Groups
- Practical and Short
- Examples
- Includes an Epilogue, Checklists, Templates and an Annotated Bibliography

25 Book

- The release date for the book is January 31, 2025. The cost for the book is \$19.95. To order the book and to make payment, please go to the link at www.kcsurveys.com.
- If you are interested in ordering the book, email me at keith@kcsurveys.com or phone me at 647-882-1908, and I will follow up with you to ensure you receive the book.



Questions

Please type in the chat



THANK YOU



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[HTTPS://CMC-CANADA.CA/ONTARIO](https://CMC-CANADA.CA/ONTARIO)