

Focus Group - Identifying Green, Digital and Social Competencies Required in A Department (Role, Team, Business)

Introduction

This 90 minute focus group is to identify green, social and digital competencies required for a department and to discuss future trends in business demands and the impact that will have on future green, social and digital knowledge, skills, capabilities and behaviour requirements. However, this process can equally be applied to identifying requirements in a role, team, whole business etc.

Focus Group Objective

The overall objective of the focus group is:

By the end of the focus group participants will be able to identify green, social and digital competencies required for a [role / department / team / business], consider future business trends and identify what impact that will have on future green, social and digital knowledge, skills, capabilities and behavioural requirements.

Focus Group Structure

This 90 minute focus group has been designed to be delivered face to face with the relevant staff e.g. line managers, team members, HR department (the focus group participants will depend on the area being reviewed e.g. role, team, department, business etc). The focus group has three topics, the first topic will be to identify the key roles in the team, department etc, the second topic will be to discuss future trends in business demands and the third topic will explore how the future trends may affect green, social and digital knowledge, skills, capability and behaviour (K,S,C&B) requirements in the team, department etc.

Note: The outcome is not intended to be a completed competency frameworks/job descriptions for each role, but will stimulate discussion and start the process of understanding the key roles and their K,S,C&B requirements for now and the future.

Depending on participant numbers and similarities between departments, the focus group could be run either as one group discussion, or in small groups, with similar departments working together, and then presenting outcomes back to the whole group.

Outcomes

Topic	Outcomes or Aims	Learning Hours
1. Identify key roles in the department	Identify for each department: <ul style="list-style-type: none"> • Key roles and responsibilities • Main green, social and digital knowledge, skills and behaviours required presently 	30 mins
2. Business / customer future trends and growth	As one group, thinking about the business as a whole: <ul style="list-style-type: none"> • Discuss and ascertain future business / customer trends including growth, changing demands and diversification. Include the possible changes brought 	20 mins

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	<p>about by digital, sustainable and social/cultural requirements. In addition consider the impact of the COVID-19 pandemic on the workplace, staff and customer requirements.</p>	
<p>3. Department impact on key roles</p>	<p>Now reflect from a department perspective:</p> <ul style="list-style-type: none"> • Consider the impact that the identified changes will have on the current roles and their green, social and digital K, S, C&Bs • Consider how many of these changes can be incorporated into present job roles and how many will bring about new roles • Consider whether there will be any present roles that will become redundant • Consider whether these changes are required now, in the short term or long term. 	<p>40 mins</p>