

Appendix IV
Focus Group Topic Guide

Focus Group topic guide.

From the desk research/key informant and SME interviews, there are a number of specifications of what a self-diagnostic tool should be for an SME in Wales. To weigh each of the specifications, we ask you to discuss and prioritise each of them as either: high, medium or low priority.

1. A Welsh self-diagnostic tool needs to be developed?

Yes/No/Maybe

2. Should the tool be:-

- Based on all types of managers
- Based at one level or several levels
- Not require previous management/education/training
- On-line/paper
- Helpful for different levels of management
- Relevant to specific sectors – several options
- Focused on SMEs
- Stimulating/user friendly
- Identifying current strengths/weaknesses
- Pointing out range of actions for improvement
- Quick to complete
- Relevant to business priorities
- Explores issues, leading onto more in-depth assessment if appropriate

- No/low cost
- Carefully branded/promoted/managed and support