HP 249 FoW Framework

Recruitment Screener ver. 3.0

|  |  |
| --- | --- |
| **Qualifications** | * Works full time at a qualifying, non-competitive company with 100+ employees * Has a qualifying job title within HR, as a people manager (in middle management or above) or an ITDM with appropriate job responsibilities and decision-making authority * Has held current position for at least 2 years * Screens for articulation and past participation |
| **Session details** | Recruit 3 group per geo; 6 respondents per group (to seat 5 or 6 per group), per geo, in both the US and India to participate in 90-minute focus groups.  Participants must join on a computer with a strong internet connection, as well as a working webcam and microphone. |
| **Quotas** | Gender   * Recruit a mix of genders   Age   * Recruit a mix of ages   Industry   * Recruit a mix of industries   Job title/Org size   * Recruit 1 group of ITDMs * Recruit 1 group of SMB HR/People managers (100-499 employees) * Recruit 1 group of ENT HR/People managers (500+ employees)   Hybrid work policies   * Recruit a good mix of hybrid work styles, per group |
| **Sample source** | To be supplied/acquired by recruiting partners. |

Introduction

**(Read to potential recruit)** Hello, my name is **(interviewer name)** from **(company name)**. Today we’re conducting some very brief research about technology. My questions will take only a few minutes of your time. **(If needed, read)** These questions are strictly for research purposes. This is not a sales or marketing call.

Screening questions

S1 What is your gender?

**(Read list. Single response.)**

1. Female
2. Male
3. Non-binary/ third gender
4. Prefer to self-describe (specify)
5. Prefer not to say

|  |  |
| --- | --- |
| **QUOTA CHECK** | * Recruit a mix of gender |

S2 Would you please tell me your age?

(Do not read list. Record verbatim response in the box. Single response.)

|  |
| --- |
|  |

1. 24 or younger**à[Terminate]**
2. 25 to 65**à[Ask S3]**
3. 66 or older**à[Terminate]**
4. **(Do not read)** Refused**à[Terminate]**

|  |  |
| --- | --- |
| **QUOTA CHECK** | * Recruit a mix of qualifying ages |

S3 What is your current employment status? Are you…?

(Read list. Single response.)

1. Employed full-time, that is, 30 or more hours per weekà **[Ask S4]**
2. Employed part-time, that is, less than 30 hours per weekà **[Terminate]**
3. **(Do not read)** Some other situationà **[Terminate]**

S4 Is the company where you work…?

(Read list. Single response.)

1. Some form of a for-profit business, company or enterpriseà **[Ask S5]**
2. A government agency, office or institution—including the militaryà **[Terminate]**
3. Any sort of educational institutionà **[Terminate]**
4. A not-for-profit, charitable or religious organizationà **[Terminate]**
5. **(Do not read)** Don’t know/refusedà **[Terminate]**

S5 What is your company’s **primary** business activity or area of focus?

**(Do not read list. Record verbatim response in the box, then circle corresponding code below. Single response.)**

1. Agriculture/forestry/fishing/mining
2. Architecture/engineering
3. Arts/entertainment/recreation
4. Business/professional services
5. Computer related products or services
6. Construction
7. E-commerce
8. Educationà **[Terminate]**
9. Energy
10. Financial services, such as banking, insurance and financial markets
11. Governmentà **[Terminate]**
12. Healthcare
13. Hospitality
14. Legal
15. Manufacturing/production
16. Marketing (including Market Research)à **[Terminate]**
17. Media / Public Relations / Advertising
18. Military/policeà **[Terminate]**
19. Non-profit or religious organizationà **[Terminate]**
20. Personal services
21. Pharmaceuticals
22. Printing and/or publishing of computer-related industry informationà **[Terminate]**
23. Printing and/or publication (other)
24. Real estate
25. Retail
26. Telecommunications – includes hardware manufacturers and service providers
27. Transportation
28. Utilities (specify)
29. Wholesale
30. Other (specify)

|  |  |
| --- | --- |
| **QUOTA CHECK** | * Recruit a good mix of qualifying industries |

S6 Considering all offices and locations worldwide, approximately how many people are employed by your company? Your best estimate is fine.

(Do not read list. Record verbatim response in the box, then circle corresponding code below. Single response.)

|  |
| --- |
|  |

1. 1 to 99 employeesà **[Terminate]**
2. 100 to 499 employeesà **[Classify as SMB, check quota, then ask S7]**
3. 500 or more employeesà **[Classify as ENT, check quota, then ask S7]**
4. **(Do not read)** Don’t know/refusedà **[Terminate]**

|  |  |
| --- | --- |
| **INTERVIEWER NOTE** | * Check group quota after S7 |

S7 Please tell me your job title, the department to which you belong and briefly describe the type of work that you do at this company.

(Record verbatim response in the box. Check the quota and go to Box A.)

|  |
| --- |
| Job title:  Department:  Job role/responsibilities: |

|  |  |
| --- | --- |
| **INTERVIEWER NOTE** | **Human Resource staff, ITDMs and People managers**   * *HR:* Job title and role should indicate respondent has decision-making authority and responsibility for human resources functions including employee engagement. Qualifying titles include but are not limited to Chief Human Resources Officer (CHRO), HR Director/Manager, VP of Human Resources, Chief Employee Engagement Officer, HR Coordinator, Staff Coordinator, HR Specialist, HR Manager, or similar. * *ITDM*: Job role and title should indicate that respondent has responsibilities within and is a decision maker or influencer for the IT dept. of their company. Administrator IT titles should be excluded. Qualifying titles include but are not limited to CIO, CTO, VP of Technology, IT Director, IT Manager. * *People managers:* Job role should indicate that the respondent has responsibilities within their department to manage other staff members within the same department. Job titles will vary, but should include some mention of “manager” or “supervisor”   **When in doubt regarding qualification, hold & check with Mozaic Group.** |

|  |  |
| --- | --- |
| **QUOTA CHECK** | * Recruit 1 group of ITDMs * Recruit 2 groups of HR/People managers   + Recruit one group of SMB size orgs (1-499 employees)   + Recruit one group of ENT size orgs (500+ employees) |

|  |
| --- |
| Box A: In S7, did respondent qualify as an ITDM or an HR staff member?  Yes 1 **[Skip to S9]**  No 2 **[Ask S8]** |

S8 I’d like to understand your role a bit better. What best describes your role withing your organization? Are you…

**(Read list. Single response.)**

1. An individual contributor working either independently or as part of a team, but do not manage company personnel. **à[Terminate]**
2. A manager working with company personnel under my direct supervision. I oversee a team or teams and focus efforts on aligning business goals. **à[Ask S8a]**
3. Other (specify)**à[Hold and check with Mozaic Group]**

S8a You mentioned that you are a manager. Which of the following levels of management appropriately describes your position?

**(Read list. Single response.)**

1. Administrative, Managerial, or Top Level of Management**à[Classify as People Manager. Quota check, then ask S9]**
2. Executive or Middle Level of Management**à[Classify as People Manager. Quota check, then ask S9]**
3. Supervisory, Operative, or Lower Level of Management**à[Terminate]**
4. Other (specify)**à[Hold and check with Mozaic Group]**

|  |  |
| --- | --- |
| **QUOTA CHECK** | * Recruit 1 group of ITDMs * Recruit 1 group of SMB HR/People managers (100-499 employees) * Recruit 1 group of ENT HR/People managers (500+ employees) |

S9 Approximately how long have you held this position, at this company?

**(Do not read list. Record verbatim response in the box, then circle corresponding code below. Single response.)**

|  |
| --- |
|  |

1. Fewer than 2 yearsà **[Terminate]**
2. 2 years or longerà **[Ask S10]**

S10 I’d like to understand your level of responsibility, if any, for each of the following initiatives within your organization. For each of the activities I’ll mention, please tell me whether you…?

(Read list. Record response for each option.)

1. Make strategic decisions for this area
2. Have hands-on involvement in the day-to-day deployment, support, and maintenance for this area
3. Have both strategic and hands-on responsibilities for this area
4. Have visibility but not direct input into this area
5. Have little or no substantial responsibility for this area

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Make strategic decisions** | **Have hands on involvement** | **Both**  **strategic**  **and**  **hands on involvement** | **Have**  **Visibility but not direct input** | **Little or no responsibility** |
| 1. Recruitment and hiring | **1** | **2** | **3** | **4** | **5** |
| 1. Training and development | **1** | **2** | **3** | **4** | **5** |
| 1. Employee benefits | **1** | **2** | **3** | **4** | **5** |
| 1. Employee engagement | **1** | **2** | **3** | **4**  **ITDMs only** | **5** |
| 1. Diversity & inclusion | **1** | **2** | **3** | **4** | **5** |
| 1. Performance management | **1** | **2** | **3** | **4** | **5** |

|  |
| --- |
| Box B: Back at S7, did respondent qualify as an ITDM?  Yes 1 **[Go to Box C]**  No 2 **[Skip to Box D]** |

|  |
| --- |
| Box C: In S10, did respondent select a shaded response (code 1, 2, 3 or 4) for employee engagement (row D)?  Yes 1 **[Ask S10a]**  No 2 **[Terminate]** |

|  |
| --- |
| Box D: Back at S7, did respondent qualify as a People Manager or HR member?  Yes 1 **[Go to Box E]**  No 2 **[Terminate]** |

|  |
| --- |
| Box E: In S10, did respondent select a shaded response (code 1, 2 or 3) for employee engagement (row D)?  Yes 1 **[Skip to S11]**  No 2 **[Terminate]** |

S10a I’d like to understand your level of responsibility, if any, for purchase decisions for each of the following technologies. For each of the technologies I’ll mention, please tell me whether you…?

(Read list. Record response for each option.)

1. Have ultimate authority/are the primary decision maker
2. Have significant authority or influence over solution
3. Have some authority as part of a committee or group
4. Have insight to the decisions but no decision-making authority and/or influence
5. Are not involved in this area

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Technology** | **Have ultimate authority** | **Have significant authority or influence** | **Have  some authority** | **Have no authority** | **Not involved in this area** |
| A | Productivity applications or services | **1** | **2** | **3** | **4** | **5** |
| B | End-user hardware and devices | **1** | **2** | **3** | **4** | **5** |
| C | Technology-related services, subscriptions, or outsourcing | **1** | **2** | **3** | **4** | **5** |
| D | Security products and services | **1** | **2** | **3** | **4** | **5** |

|  |
| --- |
| Box F: In S10a, is a shaded response selected for codes 1 or 2 in row B?  Yes 1 **[Ask S11]**  No 2 **[Terminate]** |

Hybrid Work Questions

S11 Which of the following, if any, best describes your current work environment. Do you…?

**(Read list. Single response.)**

1. Work remotely only
2. Work hybrid (a combination of both in-office and remote)
3. Work in-office only
4. Some other situation (specify)à **[Hold & check with Mozaic Group]**
5. **(Do not read)** Don’t know/refusedà **[Terminate]**

S11a During an average week, what percentage of time is spent working remotely versus in the office? Your best estimate is fine.

**(Read list. Record responses mentioned in column A. Sum of rows should equal 100%.)**

|  |  |  |
| --- | --- | --- |
|  | **Work environment** | **Column A**  **Percentage** |
| 1 | Remote |  |
| 2 | In-office |  |

S11b Next, which of the following statements describes your company’s hybrid work policy?

**(Read list. Multiple responses OK.)**

1. 100% in office, or working towards 100% in office**à** **[Check quota; Ask S12]**
2. Hybrid work with specific days required in-office**à** **[Check quota; Ask S12]**
3. Hybrid work with a set # of days required, but employee can choose which days**à** **[Check quota; Ask S12]**
4. Hybrid work, but employees have significant or full flexibility regarding how often and when they come to the office**à** **[Check quota; Ask S12]**
5. Fully remote**à** **[Check quota; Ask S12]**
6. Other (specify)**à** **[Hold and check with Mozaic Group]**

|  |  |
| --- | --- |
| **QUOTA CHECK** | * Recruit a good mix of hybrid work styles, per group |

Closing questions

S12 Switching gears for a moment, I want to ask a totally open-ended question of you. Can you list one highlight of hybrid work and one frustration that comes with hybrid work, apart from the commute?

(**Do not read list. Listen for articulation and ease and comfort answering this open-ended**  **question & circle the corresponding codes below. Record verbatim in box below.**)

|  |
| --- |
|  |

1. R was difficult to hear or understandà **[Terminate]**
2. R had trouble speaking clearly or coherentlyà **[Terminate]**
3. R had trouble quickly coming up with or clearly articulating his/her thoughtsà **[Terminate]**
4. R quickly gave a clear and comprehensive answer to the question and was easy to hear/understandà **[Ask S13]**

S13 Finally, over the past 3 months, in what types of market research focus groups or one-on-one interviews—if any—where you were compensated for your time have you participated? What was the topic?

(Do not read list. Record verbatim response in box below, then circle corresponding category. Single response.)

|  |
| --- |
|  |

1. No research participation in last 3 monthsà **[Go to invitation]**
2. Any mention of participating in research efforts focused on work-related technology (in the last 3 months)à **[Hold & check with Mozaic Group]**
3. Any other mentionsà **[Go to invitation]**

Invitation

**Invitation for qualitative study**

Thank you for taking the time to answer our questions.  Our client, a major technology manufacturer, is conducting small online focus groups with individuals like yourself.  The purpose of these discussions is to obtain feedback to help optimize employee engagement in hybrid work. Please note that we will not ask that you disclose any confidential or proprietary information.  The results of the research will help our client better meet your needs in the future.  The online focus groups will be held on **[date]** at **[time]** and will last 90 minutes.

You will also be asked to sign a non-disclosure agreement in advance of your participation.

As part of the discussion we will be sharing information that you will need to read. If you require glasses for reading, please be sure to have them readily available. Is there anything that would prevent you from participating?

1. Yesà **[Terminate]**
2. No à **[Continue]**

Do you have access to a strong internet connection and a computer or laptop with a working webcam?

1. Yes**à[Continue]**
2. No**à[Terminate]**

As a way of thanking you for your participation, you will be paid **(amount)**. Would you be able to participate?

1. Yesà **[Collect contact information]**
2. No à **[Terminate]**

In order to send you a confirmation email, I’ll need the following information…

|  |  |
| --- | --- |
| **NAME** |  |
| **ADDRESS** |  |
| **PRIMARY PHONE** |  |
| **ALTERNATE PHONE** |  |
| **EMAIL ADDRESS** |  |