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## Focus Group Primary Questions

### 1. Communication

How would you rate the company communication with you:-

How well informed do you feel that you are about the company business strategy:-

- a. Globally
- b. Locally (within you business unit)

How well informed do you feel you are about the Corporate Responsibility strategy?

What methods of communication used by Experian with you do you think are particularly effective?

If you could improve Experian communication with you what suggestions would you make?

### 2. Corporate Responsibility

What do you understand by the following terms?

- a) Socially Responsible
- b) Corporate Citizenship
- c) Corporate Responsibility
- d) Integrity
- e) Business Ethics

Of what you understand about Corporate Social Responsibility do feel Experian is a good corporate citizen. If so in what ways do you feel it is/is not?

Do you feel there are differences between Corporate Citizenship and Corporate Social Responsibility?

Do you think that having a good CSR strategy will help the business achieve its business goals, if so how?

In what areas do you feel Experian should prioritise its CR program?

### **3. Engagement**

Does the company position on CSR make a difference to how you feel towards Experian?

Do you feel that the Experian values align with your own?

How and to what extent do you feel the company is 'doing things right'?

Are you encouraged to adopt/model the company values? If so How does this encouragement manifest itself

In what manner does Experian engage you to go the extra mile?

Do you feel valued as an employee of Experian?

### **4. Retention**

Other than salary, location etc. what would take you to another employer?

If you could not work for Experian who would you most like to work for? Why?

What is it that makes you want to remain as an employee of Experian rather than another organisation? Does Corporate Responsibility influence this in any way?

### **5. Advocacy**

What is it about Experian that makes you proud to be associated with the company?

Are there any aspects of working for Experian that you are less proud of? (If so what are these, is it sufficient to stop you recommending Experian to others?)

If you were at an off-site non-company event and you heard someone being critical of Experian how would you feel? What might you say?

As an employer, how would you describe Experian to friends or family?

Would you recommend Experian to friends and family? If so for what reasons?

How does the way Experian performs on Corporate Responsibility influence your opinion about the company as an Employer?

## Appendix i

- Did it in the past?
- Does it now?

To what extent do you feel part of Experian?