

**BALDRIGE CONCEPT RESEARCH
(DRAFT) TELEPHONE IDI DISCUSSION GUIDE
February 11, 2011**

I. Introduction (2 minutes)

I'd like to thank you for agreeing to talk with me today. My name is _____, and I'm with Aeffect, Inc. Aeffect is an independent research company that gathers people's opinions about a variety of different topics. Today, we're conducting research on behalf of a national quality and performance improvement oriented organization. The purpose of our discussion is to learn about your needs and requirements from a quality or business excellence perspective, and to gauge reactions to specific quality/excellence programs and potential marketing messages. The interview should last about 25-30 minutes.

Issue of Confidentiality

As we go through our discussion, I want to let you know that I'm interested in your open and honest opinions. I don't work for the organization sponsoring this research or any of the companies/organizations we'll be discussing today. I work for an independent research firm. That means that if you say positive things, you won't please me; and if you say negative things, you won't hurt my feelings. My role is simply to direct the discussion and present the issues for us to discuss. It is also my responsibility to put together a report telling other people what you thought about our topic, but your name will never be attached to your comments.

Indication of Observation/Recording

In order to help me prepare that report, today's session will be audio recorded so I can listen back on the discussion.

II. Respondent Perceptions of Quality and Performance (5 minutes)

- Just to start, can you tell me a little about your company and your role there? How long have you worked there? How many employees/staff/faculty do you have?
- When you were asked to participate in this research, you indicated that you were responsible, at least in part, for making decisions regarding the improvement of your company or organization's quality or performance. Can you tell me about some of these responsibilities?
- What are your company's greatest challenges with regard to quality or performance? What, if anything, has your company done to address these challenges?
- How much of a priority would you say your company or organization assigns to addressing these challenges? Do you think this is adequate?
- What do you think your company or organization needs or could use to more effectively address these challenges? [PROBE: Outside consulting services? Employee training? Business quality or excellence award-based programs?]

III. Awareness of Quality/Excellence Programs (7 minutes)

- What quality or business excellence organizations, awards, or programs are you aware of? What do they offer?
- What quality or business excellence awards has your company or organization received in the past few years? What is the most valued award in your industry? Why?
- Has your company or organization, or have you personally, ever been involved with, used, or implemented a business excellence or quality program? What programs? When? How did it work out?
- [FOR EACH OF THE FOLLOWING, ASK:] Have you heard of or used...? If yes, what do you think about this approach? How, if at all, do you think they benefit companies or organizations?
 - Lean
 - ISO
 - Six Sigma
 - Balanced Scorecard
- Have you ever heard of the Baldrige Performance Excellence Program, formerly known as the Baldrige National Quality Program, or the Malcolm Baldrige National Quality Award?

IF AWARE OF BALDRIGE...

Now let's focus on Baldrige specifically.

- What's your overall opinion of Baldrige? What kind of reputation does it have? Where have you come in contact with Baldrige?
- What types of products and services does Baldrige offer? Which of these products and services has your company ever used? Do you think these offerings are beneficial to users? Are they relevant? Effective? Useful? Why or why not?
- Have you heard of the Baldrige Criteria for Performance Excellence? What do you know about the criteria? What are the benefits, if any, of implementing these criteria? Has your company or organization ever used them?
- What do you think of the Malcolm Baldrige National Quality Award? Is it relevant today? Why or why not?
- How does the Baldrige program compare to others? How is it different? [PROBE: ISO, Lean, Balanced Scorecard, Six Sigma]

IF NOT AWARE...

- What do you think Baldrige is or does? Why do you think that?

III. Concept Testing (15 minutes)

For the next part of our discussion, I am going to read some statements to you that are meant to describe the Baldrige Performance Excellence Program. After I read each statement, I'm going to ask you a series of questions to gauge your reactions to these statements. [FOR THOSE UNFAMILIAR WITH BALDRIGE: Although you may not be familiar with Baldrige, your input is still valuable, and you will not be asked specific questions about Baldrige.]

[EACH RESPONDENT IS EXPOSED TO A MAXIMUM OF 4 STATEMENTS]

1. "Baldrige..."
2. "Baldrige..."
3. "Baldrige..."
4. "Baldrige..."

- What is your overall reaction to this statement?
- What, if anything, do you like about it? Dislike?
- What do you think this statement means? Is it clear?
- How believable is this statement?
- How unique is this statement compared to what else is currently available?
- How well does this statement fit with Baldrige?
- How relevant is this message to your company or organization?
- Does this sound like an organization that would meet your needs? Why/Why not? What types of services does it sound like they offer?
- How interested are you in obtaining materials and guidance on quality and performance excellence from this organization?
- How likely would you be to recommend this organization and what it can offer to a colleague in your company or someone you know in another organization?
- What, if anything, would you do to improve this statement?

[REPEAT QUESTIONS FOR EACH STATEMENT]

- Of all the statements I just read to you, which do you like the best? [REPEAT STATEMENTS AS NECESSARY]
- Please indicate your preference for the concepts by ranking them from "1" to "4," where "1" is your most preferred concept, "2" is your second most preferred concept, and so on through "4" for your least preferred concept.
- If you were to create a description or statement for Baldrige, what would it be? What should it include to make Baldrige more valuable and relevant to your company or organization? What should it stress?

IV. WRAP-UP/CONCLUSIONS (1 minute)

- Well, that's all the questions I have for you today. We really appreciate your input. We'll be mailing you a \$40 Amex gift card for your time. May I quickly verify your address? Thanks again.