

Focus Group Ice Breaker Questions

These questions can be used to assist in spurring free flowing discussion as a part of industry focus groups addressing NRMCA's Strategic Planning Efforts.

- What external trends or changes do you foresee having the biggest impact on our industry over the next 3-5 years?
- What challenges do you think our members will face as they try to adapt to a changing business environment?
- When you think about the future of the industry, what excites you the most?
- What opportunities do you think will emerge that could allow our association to provide new or expanded services to our members?
- Looking ahead, are there any unexpected shifts or “wild cards” that could disrupt the status quo?
- What new technologies or innovations do you think will become crucial for our industry's success?
- If you could change one thing about the industry landscape today to prepare for the future, what would it be?
- What external factors (e.g., economic, regulatory, societal) do you think will have the biggest influence on how our industry evolves?
- What priorities do you think our members will consider most important as they navigate the future?
- As you think about the next few years, what keeps you up at night when you consider our industry's trajectory?