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TRAINING

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Facilitating Focus Groups

Duration: 2 days

Prerequisites

This training course is aimed at anyone who intends to lead a variety of focus groups, project meetings or working groups and wishes to become more effective at guiding people to solve problems and make decisions

There are a range of skills needed by a facilitator and this two day Facilitating Focus Groups training course will take delegates step by step through preparing and facilitating effective focus groups.

Focus groups are a vital tool for quality & process improvement and staff development strategies. Often focus groups can identify areas to include in staff/customer surveys; improve staff motivation and morale; or generate creative ideas to problems or areas of improvement.

Objectives

After this Facilitating Focus Groups training course, delegates will:

- Understand the benefits and uses for focus groups
- Develop the key skills of a facilitator
- Understand and effectively deal with group dynamics
- Prepare to facilitate a focus group
- Effectively facilitate a focus group

Course Content

Introduction

- What are the objectives for the task?
- What are your objectives?
- Types of focus group
- The role of a facilitator

Preparation

- Putting together aims & objectives
- Identifying group 'ground rules'
- Selecting group members
- Venue, materials and techniques

Facilitator skills

- Listening, questioning and probing
- How to generate ideas and thoughts
- Idea & solution generation techniques
- Decision making techniques
- Creativity techniques
- Establishing and retaining control
- Staying ahead
- Importance of feedback
- Increasing personal impact and credibility
- Maximising verbal and visual communication skills

continued...

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Related Courses

Facilitation Skills: 2 days

Communication Skills: 1 day

Active Listening Skills: 1 day

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Group Behaviour

- Understanding group dynamics
- Diagnosing the development of a group
- Dealing with group conflict
- Dealing with individual behaviour
- Group size and participation

Facilitating a group

- Setting 'ground rules'
- Establishing the objectives
- Encouraging discussion
- Avoiding negativity
- Handling group dynamic 'problems' (examples: attention seekers, silence, off track discussions, dominating characters)
- Closing the group down

Analysing Information from Focus Groups

Practical Sessions

Practical sessions are based on workplace situations and recreating small focus groups. This is done by either reproducing 'live' situations or by using scenarios. Focus groups can be based on:

- Quality Improvement
- Process Improvement
- Employee Feedback
- Customer Feedback
- Strategy & Planning

Delegates will get an opportunity to facilitate a focus group and receive feedback on their style and skills.

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