

Facilitating Focus Groups Training

Focus groups are a vital tool for quality & process improvement and staff development strategies. This one day Facilitating Focus Groups training course will take delegates step by step through preparing and facilitating effective focus groups.

Objective

At the end of this Facilitating Focus Groups training course participants will be able to:

- 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

Details

Duration: 1 Day

Who is this course for

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.

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

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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