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What is Facilitating Focus Groups Training?

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. This business skills and personal development training course covers all such components.

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

Course Objectives

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

- Overview of Facilitation
- Roles and Responsibilities of Facilitator
- Leadership Skills
- Process and Content Facilitation
- Fundamental Practices and Skills Required
- Handling Conflict
- Techniques Contained within the “Toolkit”
- Practice Sessions

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