

How to run successful focus groups

Duration:
One day



Focus groups are a very popular and interactive way to collect information. They are a particularly good tool for collecting feedback from your stakeholders. Few voluntary sector organisations have the resources to commission external facilitators to run their focus groups, but with the right skills and training you can facilitate a successful focus group that stays on track.

What you will learn

You will:

- explore what focus groups are
- be taken through the key steps you will need to be able to run effective focus groups
- identify the strengths and weaknesses of focus groups as a data collection tool for evaluations
- look at how to sample potential focus group participants
- explore the different roles of focus group facilitators and observers and how to deal with difficult situations
- learn how to construct a topic guide for a focus group.

'A really useful day for me and, having previously imagined that it was something that I would have to get someone else to do, I now feel confident about the idea of running a focus group myself.'

George Monck, CleanUp UK

'Course materials have provided information to support me to run a group with confidence.'

Feedback from course participant

Who for

This course is suitable for **anyone**:

- considering the use of focus groups as a means of collecting information
- new to running focus groups
- who would like to improve their skills in running effective focus groups
- who wants a practical, not theoretical, approach.

Benefits

By attending this course you will:

- appreciate the role and value of using focus groups
- be able to assess when and why focus groups are an appropriate method of data collection
- understand the role of the moderator in the focus group situation
- recognise the importance of listening, questioning and probing in focus groups
- be able to implement some of the skills and techniques necessary for facilitating focus groups
- know how to organise a focus group.

For a full list of course dates, please visit the training calendar on our training pages at www.ces-vol.org.uk

To find out more about how CES training can help you, or to download a booking form from our website, visit www.ces-vol.org.uk

If you have a question or are not sure which course is right for you, please get in touch. To speak to the training team directly, email training@ces-vol.org.uk or call 020 7713 5722.

TIP

If you would like to find out about different data collection methods, you may be interested in our 'How to collect data' course.