Advanced Interviewing and Focus Group Facilitation Skills Training Course

Professional Development Training Course Outline

Category	Research and Data Analysis	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s dynamic research, HR, and consultancy landscapes, Advanced Interviewing and Focus Group Facilitation Skills are critical for obtaining high-quality insights, data-driven decisions, and stakeholder engagement. Whether for market research, social impact assessments, policy formulation, or organizational development, skilled facilitators and interviewers can extract deeper narratives, uncover behavioral motivations, and capture actionable intelligence. Advanced Interviewing and Focus Group Facilitation Skills Training Course equips professionals with cutting-edge methodologies, strategic questioning techniques, psychological probing skills, and adaptive facilitation styles that align with diverse cultural, social, and professional contexts.

This course empowers participants to confidently lead qualitative research, conduct high-stakes interviews, manage complex group dynamics, and apply digital tools for remote interviews and virtual focus groups. Participants will master both in-person and online facilitation techniques, ensuring they are equipped to navigate the evolving demands of data collection in the digital era. By the end, participants will emerge as expert facilitators, capable of designing and executing impactful interviews and focus groups that deliver valid, reliable, and ethically sound data.

Programme Curriculum

Advanced Interviewing and Focus Group Facilitation Skills Training Course

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Course Objectives

1. Master strategic questioning techniques for qualitative data collection.
2. Enhance active listening and rapport-building skills in interviews.
3. Apply advanced probing methods to elicit in-depth responses.
4. Design effective interview and focus group protocols.
5. Navigate group dynamics to ensure inclusive participation.
6. Utilize online platforms for remote interviews and virtual focus groups.
7. Implement cross-cultural facilitation strategies for diverse populations.
8. Integrate ethical standards in qualitative research processes.
9. Leverage digital tools for data recording, transcription, and analysis.
10. Analyze qualitative data using thematic and content analysis techniques.
11. Manage stakeholder expectations during data collection and reporting.
12. Address biases and ensure data validity in qualitative research.
13. Develop presentation skills for qualitative findings dissemination.

Target Audiences

1. Market Researchers
2. Human Resource Professionals
3. Social Scientists
4. Policy Analysts
5. NGO & Development Practitioners
6. Corporate Trainers & Consultants
7. Academic Researchers & Students
8. Media & Communication Specialists

Course Duration: 5 days

Course Modules

Module 1: Strategic Interviewing Techniques

- Understanding structured, semi-structured, and unstructured interviews
- Designing effective interview guides
- Techniques for open-ended questioning
- Building rapport and trust with respondents
- Overcoming respondent bias
- *Case Study: Conducting executive interviews for leadership assessments*

Module 2: Advanced Probing and Listening Skills

- Types of probing: elaboration, clarification, contrast probes
- Managing interviewer influence
- Enhancing active listening and empathy
- Recording non-verbal cues

- Managing silence and discomfort
- *Case Study: Probing in sensitive topic research within healthcare*

Module 3: Focus Group Design and Facilitation
- Planning focus group sessions and participant recruitment
- Crafting a discussion guide for diverse topics
- Facilitating interactive group discussions
- Managing dominant participants
- Capturing group insights effectively
- *Case Study: Focus group facilitation in product innovation research*

Module 4: Managing Group Dynamics
- Identifying roles in group settings (leaders, blockers, silent participants)
- Techniques to foster inclusive participation
- Conflict resolution strategies in groups
- Cultural competency in facilitation
- Enhancing engagement in virtual focus groups
- *Case Study: Managing cultural dynamics in international focus groups*

Module 5: Digital Tools for Virtual Interviews and Focus Groups
- Overview of popular virtual platforms (Zoom, MS Teams, Miro)
- Using collaborative digital whiteboards
- Recording and transcription software tools
- Best practices for online participant engagement
- Ethical considerations for virtual research
- *Case Study: Conducting virtual focus groups for remote communities*

Module 6: Ethical Practices in Interviewing and Facilitation
- Informed consent processes
- Ensuring confidentiality and data privacy
- Addressing power imbalances in qualitative research
- Mitigating biases during data collection
- Ethical reporting and dissemination of findings
- *Case Study: Upholding ethics in conflict-sensitive regions*

Module 7: Data Analysis and Interpretation in Qualitative Research
- Introduction to thematic and content analysis
- Coding qualitative data
- Use of software like NVivo, MAXQDA
- Validating qualitative findings
- Presenting insights to stakeholders
- *Case Study: Thematic analysis in community needs assessments*

Module 8: Presenting Qualitative Findings and Insights
- Visual storytelling for qualitative data
- Developing impactful presentations and reports
- Translating qualitative insights into actionable strategies
- Communicating to diverse audiences
- Using infographics and visual aids
- *Case Study: Reporting qualitative research for policy advocacy*

Training Methodology

- Interactive lectures and presentations
- Practical role-plays and simulations
- Hands-on experience with digital tools and platforms
- Group discussions and peer feedback
- Real-world case studies and scenario analyses
- Guided practice in interview and facilitation techniques

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com