Key Informant Interviewing Techniques Training Course

Professional Development Training Course Outline

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

Course Introduction

Effective monitoring and evaluation (M&E) relies heavily on accurate and insightful qualitative data. Key Informant Interviews (KIIs) are a vital method for uncovering deep insights from stakeholders, decision-makers, and subject matter experts. Key Informant Interviewing Techniques Training Course equips participants with advanced interviewing skills, strategic questioning techniques, and data interpretation methods to ensure actionable findings that drive impactful decision-making. Participants will gain hands-on experience in designing, conducting, and analyzing KIIs in diverse sectors, including health, education, governance, and community development.

Through this intensive program, learners will master the art of building rapport with informants, navigating sensitive topics, and transforming qualitative data into robust evidence for M&E frameworks. By combining practical exercises, real-world case studies, and interactive sessions, the course ensures participants leave with immediately applicable skills to enhance program evaluation, policy formulation, and organizational learning.

Programme Curriculum

Key Informant Interviewing Techniques Training Course

Introduction

Effective monitoring and evaluation (M&E) relies heavily on accurate and insightful qualitative data. Key Informant Interviews (KIIs) are a vital method for uncovering deep insights from stakeholders, decision-makers, and subject matter experts. Key Informant Interviewing Techniques Training Course equips participants with advanced interviewing skills, strategic questioning techniques, and data interpretation methods to ensure actionable findings that drive impactful decision-making. Participants will gain hands-on experience in

designing, conducting, and analyzing KIIs in diverse sectors, including health, education, governance, and community development.

Through this intensive program, learners will master the art of building rapport with informants, navigating sensitive topics, and transforming qualitative data into robust evidence for M&E frameworks. By combining practical exercises, real-world case studies, and interactive sessions, the course ensures participants leave with immediately applicable skills to enhance program evaluation, policy formulation, and organizational learning.

Course Duration

5 days

Course Objectives

By the end of this training, participants will be able to:

1. Understand the role of Key Informant Interviews in qualitative research and M&E.
2. Develop effective interview guides using evidence-based methods.
3. Apply advanced probing techniques for deeper insights.
4. Identify and select relevant key informants for specific research objectives.
5. Navigate ethical considerations and confidentiality protocols in KIIs.
6. Build trust and rapport to enhance data quality.
7. Manage cultural and gender sensitivities during interviews.
8. Use active listening and observation skills effectively.
9. Conduct structured, semi-structured, and unstructured interviews.
10. Analyze and triangulate qualitative data for actionable insights.
11. Integrate KIIs with other M&E tools for comprehensive evaluations.
12. Present findings using impactful reporting techniques.
13. Utilize digital tools and software for efficient data collection and management.

Target Audience

1. M&E officers and specialists
2. Program managers and coordinators
3. Policy analysts and researchers
4. Social development practitioners
5. NGO and nonprofit staff
6. Data collection and research assistants
7. Consultants in program evaluation
8. Graduate students in social sciences and development studies

Course Modules

Module 1: Introduction to Key Informant Interviews

- Understanding qualitative research and M&E context
- Role of KIIs in evidence-based decision-making
- Types of KIIs: structured, semi-structured, unstructured
- Identifying advantages and limitations of KIIs
- Case study: Using KIIs for health program evaluation

Module 2: Planning and Designing KIIs

- Setting objectives and defining research questions
- Designing effective interview guides
- Selecting appropriate informants strategically
- Timing and logistical considerations for interviews
- Case study: KII design for community development assessment

Module 3: Ethical Considerations in KIIs

- Informed consent and confidentiality
- Handling sensitive topics responsibly
- Cultural and gender considerations
- Avoiding bias and manipulation in interviews
- Case study: Ethical dilemmas in NGO evaluations

Module 4: Interviewing Techniques and Skills

- Building rapport and trust with informants
- Effective questioning strategies
- Active listening and non-verbal cues
- Probing for deeper insights
- Case study: Interviewing local leaders for policy insights

Module 5: Data Collection Tools and Technology

- Paper-based vs. digital data collection
- Recording interviews: audio, notes, and transcription
- Using mobile apps and software for KIIs
- Ensuring data security and integrity
- Case study: Digital KIIs in remote communities

Module 6: Managing Challenging Interviews

- Handling uncooperative or sensitive informants
- Managing time and staying focused
- Overcoming language and cultural barriers
- Addressing emotional or traumatic disclosures
- Case study: KIIs during humanitarian crises

Module 7: Analyzing and Triangulating KII Data

- Coding qualitative data for analysis
- Thematic analysis and content analysis techniques
- Integrating KII data with surveys and focus groups
- Identifying patterns, trends, and anomalies
- Case study: KII analysis for education program improvement

Module 8: Reporting and Using KII Findings

- Translating insights into actionable recommendations
- Creating clear, concise, and compelling reports
- Visualizing qualitative data effectively
- Presenting findings to stakeholders

- Case study: KII reports influencing policy decisions

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

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

Start Date	End Date	Location	Price
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
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