Qualitative Data Collection Methods in M&E 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 on robust data collection strategies, and qualitative data provides deep insights into program performance, impact, and stakeholder experiences. Qualitative Data Collection Methods in M&E Training Course equips professionals with advanced skills in qualitative research methodologies, enabling them to design, implement, and analyze data that captures the nuances of social, economic, and organizational phenomena. Participants will gain hands-on experience in interviews, focus group discussions, observations, case studies, and other innovative qualitative techniques tailored for M&E contexts.

In today's rapidly evolving development and organizational landscape, the demand for professionals who can translate qualitative findings into actionable insights is higher than ever. This course emphasizes data-driven decision-making, evidence-based analysis, participatory approaches, and ethical data collection practices, ensuring that M&E practitioners can enhance program effectiveness, inform policy, and optimize stakeholder engagement. Participants will leave with practical tools, templates, and case studies to strengthen their qualitative data collection capabilities in real-world M&E scenarios.

Programme Curriculum

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5 days

Course Objectives

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

1. Understand the fundamentals of qualitative research in M&E.
2. Apply innovative qualitative data collection techniques effectively.
3. Design interview guides and focus group protocols for diverse contexts.
4. Conduct in-depth interviews that generate rich insights.
5. Facilitate focus group discussions for stakeholder engagement.
6. Use observation methods to capture non-verbal and contextual data.
7. Implement case study research to explore program outcomes.
8. Ensure ethical practices in qualitative data collection.
9. Integrate participatory methods to engage communities meaningfully.
10. Analyze and interpret qualitative data for M&E reporting.
11. Apply triangulation techniques to validate findings.
12. Leverage digital tools and mobile platforms for qualitative data.
13. Transform qualitative insights into strategic recommendations and policy briefs.

Target Audience

1. M&E officers and specialists
2. Project managers and program coordinators
3. Social researchers and data analysts
4. Policy makers and government staff
5. NGO and development practitioners
6. Community engagement officers
7. Academic researchers and students
8. Consultants in program evaluation and impact assessment

Course Modules

Module 1: Introduction to Qualitative Data in M&E

- Overview of qualitative vs. quantitative data
- Importance of qualitative data in program evaluation
- Key principles and ethics in qualitative research
- Participatory approaches in data collection
- Case study: Evaluating community health programs

Module 2: Designing Qualitative Research

- Developing research questions for M&E
- Selecting appropriate qualitative methods
- Sampling strategies for qualitative studies
- Designing interview guides and discussion prompts
- Case study: Designing a qualitative survey for education programs

Module 3: In-Depth Interviews (IDIs)

- Conducting effective one-on-one interviews
- Question framing and probing techniques
- Recording and note-taking best practices
- Managing sensitive topics and biases
- Case study: Capturing stakeholder perspectives in water projects

Module 4: Focus Group Discussions (FGDs)

- Planning and recruiting participants
- Facilitation skills for group dynamics
- Using discussion guides effectively
- Capturing insights from diverse participants
- Case study: Youth engagement program assessment

Module 5: Observation Methods

- Types of observational techniques
- Structured vs. unstructured observations
- Field notes and coding observations
- Integrating observation with other qualitative methods
- Case study: Monitoring agricultural practices in rural communities

Module 6: Case Study Research

- Designing case studies for M&E
- Selecting cases and defining scope
- Collecting multiple data sources
- Analyzing and synthesizing case study findings
- Case study: Evaluating microfinance program impact

Module 7: Data Analysis and Interpretation

- Coding and thematic analysis
- Using software for qualitative data analysis
- Ensuring validity and reliability
- Drawing conclusions and insights
- Case study: Translating qualitative data into policy recommendations

Module 8: Reporting and Using Qualitative Data

- Writing qualitative reports for stakeholders
- Visualizing qualitative findings

- Presenting insights to decision-makers
- Integrating qualitative with quantitative data
- Case study: Influencing government policy with qualitative evidence

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

Start Date	End Date	Location	Price
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
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:

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