Experimental Designs in Evaluation 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

In the era of evidence-based decision-making, mastering experimental designs in evaluation is critical for professionals seeking to generate robust, actionable insights. Experimental Designs in Evaluation Training Course empowers participants to design, implement, and analyze experiments that accurately measure program effectiveness, assess causal relationships, and optimize interventions. Leveraging randomized controlled trials (RCTs), quasi-experimental methods, and innovative evaluation frameworks, this course provides hands-on strategies to transform complex data into high-impact policy and programmatic recommendations. Participants will gain proficiency in data-driven decision-making, causal inference, and evaluation rigor while enhancing their capacity to address real-world challenges across diverse sectors.

Through a combination of practical exercises, case studies, and interactive simulations, participants will develop expertise in designing experiments that are methodologically sound, ethically robust, and policy-relevant. The course integrates cutting-edge trends in evaluation, including adaptive trials, digital monitoring tools, and mixed-methods integration, ensuring learners can translate experimental findings into strategic recommendations. By the end of the training, participants will be confident in executing experimental designs that drive measurable impact, support organizational learning, and enhance evidence-based program **implementation**.

Programme Curriculum

Experimental Designs in Evaluation Training Course

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5 days

Course Objectives

1. Understand the principles of experimental and quasi-experimental designs in evaluation.
2. Apply randomized controlled trials (RCTs) to measure program effectiveness.
3. Design robust sampling strategies to ensure representativeness and validity.
4. Integrate control and treatment groups for accurate causal inference.
5. Employ pre- and post-intervention assessment techniques.
6. Analyze experimental data using advanced statistical tools.
7. Interpret and communicate results for policy and decision-making impact.
8. Incorporate ethical considerations and participant protection in experimental studies.
9. Utilize mixed-methods approaches to complement quantitative findings.
10. Develop adaptive experimental designs for dynamic program contexts.
11. Identify and mitigate biases and confounding variables.
12. Apply digital evaluation tools and dashboards to enhance experiment tracking.
13. Translate experimental findings into actionable recommendations and reports.

Target Audience

1. M&E specialists and evaluation managers
2. Program managers and implementers
3. Policy analysts and decision-makers
4. Research officers and data analysts
5. Nonprofit and NGO monitoring staff
6. Government evaluation professionals
7. Academic researchers in social and behavioral sciences
8. Consultants in program evaluation and impact assessment

Course Modules

Module 1: Introduction to Experimental Designs

- Overview of experimental and quasi-experimental methods
- Principles of causality and counterfactual reasoning

- Differentiating RCTs, quasi-experiments, and natural experiments
- Advantages and limitations of experimental designs
- **Case study:** Evaluating a health intervention using RCT

Module 2: Research Question Formulation

- Translating program goals into testable hypotheses
- Defining variables and measurable outcomes
- Framing research questions for impact evaluation
- Selecting relevant indicators and metrics
- **Case study:** Designing evaluation questions for an education program

Module 3: Sampling Strategies and Randomization

- Principles of probability and non-probability sampling
- Methods for random assignment and stratification
- Ensuring sample representativeness and minimizing bias
- Calculating sample size for sufficient statistical power
- **Case study:** Randomization in a microfinance impact study

Module 4: Design Implementation and Ethical Considerations

- Developing treatment and control groups
- Designing protocols for intervention delivery
- Informed consent and participant safety
- Handling attrition and non-compliance
- **Case study:** Ethics and implementation in a nutrition intervention

Module 5: Data Collection Techniques

- Quantitative vs. qualitative data collection methods
- Designing surveys and measurement instruments
- Ensuring reliability and validity of experimental data
- Data management and quality assurance
- **Case study:** Using mobile data collection in field experiments

Module 6: Data Analysis and Interpretation

- Statistical techniques for experimental data
- Identifying causal effects and estimating impact
- Managing confounding variables and biases
- Visualizing and interpreting results for decision-makers
- **Case study:** Statistical analysis of a job training program evaluation

Module 7: Mixed-Methods and Adaptive Designs

- Integrating qualitative insights with quantitative findings
- Adaptive trial designs for evolving program contexts
- Real-time monitoring and iterative evaluation
- Improving relevance and applicability of findings
- **Case study:** Adaptive design in a digital health intervention

Module 8: Reporting and Translating Evidence into Action

- Writing evidence-based evaluation reports
- Communicating results to stakeholders and policymakers
- Using dashboards and visualizations for impact
- Ensuring recommendations are actionable and context-relevant
- **Case study:** Translating experimental results into government policy

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
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

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