Focus Group Discussions for 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

Focus Group Discussions (FGDs) are a critical qualitative method in Monitoring and Evaluation (M&E) that enable practitioners to gain in-depth insights into program outcomes, stakeholder perceptions, and community experiences. Focus Group Discussions for M&E Training Course provides a comprehensive framework for designing, facilitating, and analyzing FGDs with rigor and accuracy. Participants will explore best practices, ethical considerations, and practical facilitation techniques, ensuring that collected data is both reliable and actionable for evidence-based decision-making.

The course emphasizes interactive learning, combining theoretical foundations with hands-on exercises, real-life case studies, and role-play simulations. Trainees will acquire the skills to develop discussion guides, select participants, manage group dynamics, and synthesize qualitative data for reporting and policy formulation. By the end of the course, participants will be fully equipped to enhance program performance, measure impact, and inform strategic interventions through well-executed FGDs.

Programme Curriculum

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Course Duration

5 days

Course Objectives

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

1. Understand the principles and importance of FGDs in M&E.
2. Design effective FGD protocols and discussion guides.
3. Apply participant selection and sampling strategies for FGDs.
4. Facilitate productive and inclusive focus group sessions.
5. Manage group dynamics and sensitive discussions ethically.
6. Collect high-quality qualitative data systematically.
7. Analyze and synthesize FGD findings for actionable insights.
8. Integrate FGD results into M&E reports and dashboards.
9. Utilize digital tools and software for qualitative analysis.
10. Address challenges and biases in qualitative data collection.
11. Apply cross-cultural considerations and ethical standards.
12. Enhance stakeholder engagement through participatory methods.
13. Design impact-driven recommendations based on FGD evidence.

Target Audience

- M&E Officers and Specialists
- Program Managers and Coordinators
- Social Researchers and Data Analysts
- NGO and CSO Staff
- Policy Analysts and Planners
- Community Engagement Practitioners
- Academic Researchers
- Monitoring and Evaluation Consultants

Course Modules

Module 1: Introduction to Focus Group Discussions

- Definition and purpose of FGDs in M&E
- Importance of qualitative insights for program evaluation
- Comparison with other qualitative methods
- Key principles and ethical considerations
- Case Study: FGDs informing a health intervention

Module 2: Designing FGDs for M&E

- Setting objectives for focus group sessions

- Developing discussion guides and protocols
- Framing questions for meaningful insights
- Aligning FGDs with project goals
- Case Study: Designing FGDs for education program evaluation

Module 3: Participant Selection and Sampling

- Criteria for selecting participants
- Sampling strategies for diverse groups
- Ensuring representation and inclusivity
- Managing recruitment challenges
- Case Study: Sampling strategies in rural community FGDs

Module 4: Facilitation Techniques

- Role of facilitator and co-facilitator
- Icebreakers and engagement strategies
- Handling dominant or silent participants
- Encouraging open and honest dialogue
- Case Study: Facilitating FGDs in conflict-affected areas

Module 5: Managing Group Dynamics

- Identifying group behavior patterns
- Mitigating bias and peer influence
- Addressing conflict and sensitive topics
- Building trust and rapport
- Case Study: Managing tension in health program FGDs

Module 6: Data Collection and Recording

- Note-taking and audio/video recording methods
- Ensuring accuracy and confidentiality
- Managing large groups effectively
- Handling logistical challenges
- Case Study: Recording insights in multi-stakeholder FGDs

Module 7: Data Analysis and Interpretation

- Coding qualitative data
- Thematic and content analysis techniques
- Using software tools for analysis
- Drawing actionable insights from findings
- Case Study: Analysis of FGDs for livelihood programs

Module 8: Reporting and Using FGD Findings

- Integrating FGDs into M&E reports
- Presenting qualitative findings visually
- Informing decision-making and program improvement
- Dissemination and stakeholder engagement
- Case Study: FGD-based recommendations influencing 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

Start Date	End Date	Location	Price
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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