Formative Evaluation Approaches Training Course

Professional Development Training Course Outline

Category	Monitoring and Evaluation	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Formative evaluation is a pivotal component in program development, designed to improve interventions, inform decision-making, and enhance outcomes before full-scale implementation. Formative Evaluation Approaches Training Course equips participants with cutting-edge skills to systematically assess program processes, identify gaps, and generate actionable insights using evidence-based methodologies. Participants will gain practical experience in designing, conducting, and analyzing formative evaluations, integrating qualitative and quantitative methods to optimize program effectiveness. By leveraging innovative tools and real-world case studies, this course emphasizes the strategic application of formative evaluation in diverse sectors, ensuring programs are responsive, adaptive, and impact-driven.

This course also addresses the growing demand for data-informed decision-making in development, health, education, and corporate programs. Participants will master the use of monitoring frameworks, stakeholder engagement strategies, and feedback mechanisms to continuously refine interventions. Strong focus is placed on ethical considerations, stakeholder communication, and actionable reporting, empowering professionals to lead evaluation initiatives that enhance program efficiency, scalability, and sustainability. This hands-on training provides the knowledge, skills, and confidence to implement formative evaluations that deliver measurable impact and align with global best practices in program monitoring and evaluation.

Programme Curriculum

Formative Evaluation Approaches Training Course

Introduction

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Course Duration

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Course Objectives

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

1. Understand the fundamentals of formative evaluation and its role in program improvement.
2. Design evaluation frameworks tailored to program goals and context.
3. Apply qualitative and quantitative data collection methods effectively.
4. Conduct needs assessments to inform program adaptation.
5. Utilize process mapping and logic models to track program components.
6. Integrate stakeholder engagement strategies in evaluation planning.
7. Interpret evaluation data to produce actionable recommendations.
8. Employ feedback loops and adaptive management techniques.
9. Identify and mitigate biases and ethical concerns in evaluations.
10. Use digital tools and platforms for efficient data collection and analysis.
11. Develop reporting strategies for diverse audiences.
12. Enhance program scalability, effectiveness, and sustainability.
13. Implement case study analyses to strengthen real-world evaluation skills.

Target Audience

1. Monitoring and Evaluation (M&E) Officers
2. Program Managers and Coordinators
3. Data Analysts and Researchers
4. Development Practitioners
5. Health Program Implementers
6. Education Program Specialists
7. Policy Analysts
8. Non-Governmental Organization (NGO) Staff

Course Modules

Module 1: Introduction to Formative Evaluation

- Definition, purpose, and scope

- Differences between formative and summative evaluation
- Historical evolution and global trends
- Key stakeholders and their roles
- Case study: Formative evaluation in a public health pilot

Module 2: Evaluation Planning & Design

- Establishing evaluation objectives
- Developing evaluation questions
- Selecting appropriate evaluation designs
- Resource and timeline planning
- Case study: Designing a formative evaluation for a community project

Module 3: Needs Assessment & Context Analysis

- Conducting situational and needs assessments
- Identifying target populations and beneficiaries
- Contextual factors impacting program success
- Data triangulation methods
- Case study: Needs assessment for an education initiative

Module 4: Logic Models & Program Theory

- Constructing logic models for formative evaluation
- Linking activities, outputs, and outcomes
- Visual representation techniques
- Theory of change applications
- Case study: Logic model development for a health program

Module 5: Qualitative Methods

- Interviews, focus groups, and observations
- Thematic analysis and coding
- Participatory approaches
- Validity and reliability in qualitative data
- Case study: Using focus groups to improve a nutrition intervention

Module 6: Quantitative Methods

- Surveys, checklists, and scoring tools
- Sampling techniques and statistical considerations
- Data cleaning and analysis
- Interpretation of quantitative results
- Case study: Survey-based formative evaluation in education

Module 7: Mixed-Methods Approaches

- Integration of qualitative and quantitative data
- Convergent and explanatory designs
- Advantages and limitations
- Reporting mixed-methods findings
- Case study: Mixed-methods evaluation of a youth empowerment program

Module 8: Stakeholder Engagement

- Identifying and mapping stakeholders
- Involving stakeholders in evaluation design
- Managing conflicting interests
- Effective communication strategies
- Case study: Stakeholder engagement in a rural development program

Module 9: Ethical Considerations

- Ethical principles in formative evaluation
- Informed consent and confidentiality
- Cultural sensitivity
- Mitigating bias and ethical dilemmas
- Case study: Ethical challenges in health program evaluation

Module 10: Data Management & Analysis Tools

- Data entry, cleaning, and storage best practices
- Use of software
- Data visualization techniques
- Automating data reporting
- Case study: Digital data management for a multi-site project

Module 11: Feedback Loops & Adaptive Management

- Establishing feedback mechanisms
- Real-time monitoring for adaptive decision-making
- Continuous improvement cycles
- Communication of actionable findings
- Case study: Adaptive management in a livelihood program

Module 12: Reporting & Dissemination

- Writing evaluation reports
- Tailoring messages for stakeholders
- Visual and narrative reporting techniques
- Presentation and dissemination strategies
- Case study: Reporting findings for donor-funded projects

Module 13: Integrating Evaluation into Program Design

- Linking evaluation insights to program strategy
- Iterative program improvement
- Monitoring indicators for future use
- Embedding evaluation into organizational culture
- Case study: Evaluation-informed redesign of a youth program

Module 14: Advanced Analytical Techniques

- Trend analysis and benchmarking
- Root cause analysis

- Predictive analytics in formative evaluation
- Scenario planning
- Case study: Using predictive analytics in a health pilot program

Module 15: Practical Simulation & Capstone Project

- Conducting a full formative evaluation simulation
- Team-based exercises
- Applying tools and frameworks learned
- Presenting findings and recommendations
- Case study: Capstone evaluation for a multi-sectoral initiative

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	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

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