

# Facilitating Focus Groups

Learn how to successfully design and run focus groups

20 August 2010 / 8.30am – 4pm / Melbourne CBD

Focus groups are used in many differing contexts. Whether it is for evaluating projects, developing insight and understanding to complex problems through the use of story or narrative, or doing interactive 360 degree feedback, focus groups are one group model for engaging stakeholders. This one day program will help you develop and build on your facilitation skills enabling you to conduct successful and fun focus groups.

## Who should attend?

Anyone who wants to learn how to run a focus group!

## What the workshop is all about

This hands-on workshop will use experiential learning methods to provide participants access to the key concepts, models and tools used within focus group facilitation. Some of the content areas to be covered in this workshop include:

- History and Styles of Focus Groups
- Key Elements of a Focus Group
- Common Uses for Focus Groups
- Designing Focus Groups
- Enabling Facilitator Values and Behaviours for Conducting Focus Groups

We believe that the best way to learn facilitation is by doing it.

This workshop will provide participants the opportunity to learn by doing in a safe, fun and friendly environment.

## What you will take away with you

By the end of this practical one day workshop, you will have learnt and experienced:

- How to design and facilitate a focus group
- How to match design based on the requirements of the group and the task
- How to be creative in design based on being mindful of your own facilitative style
- Core values and behaviours to help you be successful in focus group facilitation



## Testimonials

*"It was great to refresh my current facilitation skills and learn some new ones."*

*"I found I learnt so much it was almost overwhelming."*



### Your Facilitator

With one of the first PhD's in Complex Systems and Complexity Science from the University of Queensland in June 1999 Andrew has gained global experience in working with organisations, within Australia and internationally in the USA, the Netherlands and the UK.

Today, Andrew's focus is on how complexity inspired approaches can change the way we work. As a keynote speaker, workshop leader and professional facilitator and change consultant, Andrew's style is engaging, light hearted and curious. Andrew juggles in his spare time.

### Easy fax in Registration details

- Early-bird for registration before July 31st – \$440 (inc GST)
- Corporate – \$660 (inc GST)
- Non-corporate – \$550

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Organisation: \_\_\_\_\_

Address: \_\_\_\_\_

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Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Any special dietary requirements? \_\_\_\_\_

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### I am paying by:

- Mastercard
- Visa
- Bankcard

Card no: \_\_\_\_\_

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Signature: \_\_\_\_\_

Simply Fax this completed registration form to: (03) 86100162 or scan and email to Andrew@babelfishgroup.com

Concessions and Corporate/Organizational rates available, for more information contact Andrew Rixon on: 0400 352 809