

Course: SR #101: “Fundamentals of Moderating”

When: May 15-18, 2018

Where: Miami, FL

COURSE OVERVIEW

“**Fundamentals of Moderating**” is an experiential training course in which participants learn the **essential** skills and techniques for moderating a focus group or other types of qualitative research. This course is **highly interactive** in nature, replicating an actual focus group with team activities, creative exercises, and spontaneous moderating opportunities. Participants receive **constant feedback** and coaching throughout the training along with in-depth, **personalized evaluations** after conducting a real focus group. Upon completion of this **4-day immersive** course, student will earn a “**Certificate of Completion**” in SR Training 101: “Fundamentals of Moderating.”

STUDENT TESTIMONIALS

“I loved Scorpio Research’s moderator training! It was very thorough, emphasized learning by ‘doing,’ and gave me all the fundamentals for a strong foundation in moderating... I now feel like I am well prepared to facilitate solid focus groups on my own.” - Project Manager, Insight Strategy Group

“This training course went far beyond providing standard moderating guidelines by helping us explore the psychological dynamics of focus group environments. We were taught subtle behavioral techniques grounded in social psychology and communications research that were both fascinating and effective. Throughout the training process, our trainer served as a great example of a skilled moderator in the way she conducted our interactive training sessions - creating a warm and welcoming environment, explaining herself clearly, listening intently to the training participants, and generating a fun and lively overall experience.” - Research Analyst, MTV

“I went in with limited moderating knowledge and experience, and came out with a much stronger vision of my moderating style. The thoroughness in covering the need-to-know’s of moderating gave me a tangible understanding of how to improve my skills. Overall, this course was fun, insightful, and something I reference right before I start any focus group.” - Senior Manager, Netflix

“This training course made research human. It also helped increase my energy and engagement in moderating. The practice, time, and care shown to everyone were amazing!” - Head User Experience, Cars.com

“I learned skills that are transferable to other parts of my job and my life, like how to project confidence and build rapport!” - Sales Representative, Taconic

“Watching myself on video with an expert moderator...and the 1-on-1 feedback pointing out areas for improvement was unbelievably helpful. It was the first time I ever received that type of feedback.” - PH.D. Student, Florida International University

COURSE CURRICULUM

DAY 1: Interactive Instruction

- Introductions/Agenda
- Seeing Qualitative Research in Context
 - Lifecycle of typical qualitative study
 - Key components of typical study
- Learning Essential Moderator Skills
 - Unconditional positive regard
 - Neutrality
 - Rapport
 - Active listening; empathy
 - Body language
 - Confidence
- Asking the Best Questions
 - Types and layers of questions
 - Questions by research stage
 - Avoiding leading questions/words in mouth
 - Striking balance between research and conversation
 - Probing techniques (verbal and non-verbal)
- Developing the Discussion Guide
 - Identifying the research purpose
 - Crafting questions for most meaningful responses
 - Sequencing and ordering content
 - “Eating” the guide
- Homework—Write and practice IDI guide

DAY 2: Interactive Instruction

- Dealing with Difficult Participants & Situations
 - Dominance/experts
 - Non-participation/timidity
 - Low or dull group energy; silence
 - Unsuitable behavior
 - Sensitive or emotional topics
 - Non-peer groups
- Managing Time
- Using Projective Techniques
 - Traditional
 - “Gamestorming”/Ideation
- Review of Homework
- Preparing for Practice IDIs
- Conducting IDIs
- *Homework*—Write and practice focus group guides

DAY 3: Practice IDIs and Focus Group Preparation

- Homework review
- Pre-focus group support
- Lead focus group with real respondents (videotaped)
- Open forum for post-group discussion

DAY 4: Feedback & Coaching Sessions

- 1-on-1 feedback, evaluation, and coaching sessions
- Group Q&A and wrap-up
- Graduation; certificate presentation

COST

- **\$3,550**
 - **Early bird rate** (if reserved 21 days in advance of training start date): **\$3,400**
 - \$1,000 deposit required to reserve space
- Cost includes:
 - 4-day tuition
 - All course materials/take-away workbook
 - Videotaping
 - Refreshments

Scorpio Research Moderator Training

Provides individualized training programs in qualitative research, group facilitation, and media presentation to corporate entities, academic institutions, non-profit organizations, and private students. We specialize in developing and delivering custom, on-site training programs. Each program is tailored to the individual organization's research methods, areas of focus, and levels of experience.

Training Clients

Include: Viacom, Netflix, Estee Lauder, MTV, Comedy Central, LOGO, CitiGroup, Cars.com, Insight Strategy Group, Noise, The Intelligence Group, Hall & Partners, The Big Picture, Development Counsellors, Inc., Business for Social Responsibility, Rutgers University, CUNY, St. John's University, Florida International University, Barry University, University of Miami, Medidata, Taconic Biosciences, Huntingdon Life Sciences, Envigo, and Educate Tomorrow.

Lead Trainer



Ilana Drucker is founder and principal of Scorpio Research, a full-service qualitative research and strategy firm. She has conducted multi-faceted research studies for clients ranging from Fortune 500 companies to academic institutions. Ilana possesses vast experience in qualitative research, and has fielded more than two thousand focus groups, in-depth-interviews (IDIs), ethnographies, and usability sessions in the U.S. and abroad.

This expertise in moderating and qualitative research, coupled with Ilana's passion for teaching, led to creation of Scorpio Research Moderator Training. Ilana is lead trainer at Scorpio Research Training Center which provides customized moderator and group facilitation programs to companies, non-profits, and private individuals.

In addition to her business activities, Ilana is an educator. She has served as an adjunct professor of business and American history at New York University, Barry University, Miami-Dade College, and the Central Agency for Jewish Education. Ilana is a professionally certified moderator. She is a guest lecturer on qualitative research and moderating at academic institutions. Ilana has contributed articles to Association of Commercial Professionals - Life Sciences (ACP-LS) publications, and is an associate editor for the Qualitative Research Consultants Association.

Contact

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