

Course: SR #201: “Next-Level Moderating”

When: July 17-19, 2018

Where: Miami, FL

COURSE OVERVIEW

SR #201 is intended for research professionals already possessing **some moderating experience**. This course builds upon SR #101 “Fundamentals of Moderating” (not a prerequisite) to **accelerate** each participant’s level of skill and overall confidence as a moderator. Through individual and group forums, we evaluate current moderator skills in order to build upon key strengths and address areas for continued growth.

This course will focus strongly on the practice of **probing, laddering, and projective techniques** that solicit the most meaningful insights from qualitative research. It will also provide hands-on instruction for improving moderators’ management of difficult situations, participants, as well as clients and “back room.” As relevant to participants, this course often incorporates modules on **ideation, co-creation, and newer qualitative methodologies** designed to maximize study design and research results.

Like all Scorpio Research courses, “**Next-Level Moderating**” 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.

SAMPLE COURSE CONTENT

Day 1:

- Introductions
 - Review moderating fundamentals
 - Moderator **assessments**
 - Students’ self-assessment
 - Trainer assessments (ideally based on moderating sample provided prior to training)
- **Probing** for most effective results
 - Probing needs; occasions
 - How to probe without leading
 - Role and use of laddering
- Improving the moderator’s **guide**
 - The research purpose
 - Best questions and organization of data
 - Editing of sample guides
- Managing **difficult situations/respondents/back room**
- Selection of focus group topics for Day 3
- *Homework:* Guide composition

Day 2:

- Employing **projective techniques**
 - When and how to use them
 - Traditional; “**game-storming**” techniques
 - **Ideation** during and after research session
 - Selection of technique for practice groups
- Exploring **co-creation** and latest qualitative research tools
- Practicing for mock focus groups
 - Guide review and editing
 - Group and individual practice; feedback
- *Homework:* Guide editing/practice for Day 3

Day 3:

- Conducting mock focus groups
 - Pre-group support
 - Conduct focus group with real respondents (videotaped)
 - Post-group feedback and discussion
- Private evaluation and coaching sessions
 - Identify areas for continued growth
 - Extended private coaching
- Wrap-Up
 - Group Q&A
 - Closure
 - Certificate presentation

COST

- **\$3,495**
 - **Early bird rate** (if reserved 21 days in advance of training start date): **\$3,295**
 - \$495 deposit required to reserve space
- Cost includes:
 - 3-day tuition
 - Practice group facility, recruiting, incentives
 - All course materials/take-away workbook
 - Refreshments

LOCATION

- **New York, NY**

DATE

- November 1-4, 2017

Scorpio Research leverages two decades of professional experience along with academic teaching in the field to deliver formal training programs in qualitative research, moderating, and group facilitation. Scorpio Research Training Center provides customized moderator and group facilitation programs to corporations, non-profits, and private individuals.

Training clients include: Estee Lauder, Viacom, Netflix, MTV, Comedy Central, LOGO, Consumer Reports, The Intelligence Group, Noise, DeepFocus, Cars.com, Development Counsellors, Inc., Business for Social Responsibility, Insight Strategy Group, The Big Picture, Medidata, Taconic BioSciences, Harlan Laboratories, Envigo, CUNY, Rutgers University, Florida International University, Barry University, University of Miami, St. John's University, Grand Canyon University, and Educate Tomorrow.

LEAD TRAINER



Ilana Drucker

Ilana Drucker is founder and president 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 professorial experience and passion for teaching, led to creation of Scorpio Research Training Center.

In addition to her business activities, Ilana is an educator. She has served as an adjunct professor 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.

TESTIMONIALS

"Scorpio Research's training provides valuable, constructive feedback in such an encouraging way that empowers and motivates students. Ilana is a dynamic instructor who was able to captivate and engage a group as well as provide one-on-one guidance and recommendations on how each person can optimize their performance based on their individual style and ability." - Senior Manager

"This training course went far beyond providing standard moderating guidelines by helping us explore the psychological dynamics of focus group environments. Throughout the training process, Ilana 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 Director

"I went in with limited moderating knowledge and experience, and came out with a much stronger vision of my moderating style. The thoroughness in reviewing the need-to-know's of moderating gave me a tangible understanding of how to improve my skills." - Senior Manager

"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!"
- User Experience Designer

"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

“Scorpio Research delivered an amazingly comprehensive moderator training program to my entire department... Everyone from novice moderators to skilled research professionals got a great deal out of the course. They all came out of the experience with positive feedback and a more comprehensive audience/consumer feedback skillset.” - SVP Research, MTV

“Ilana is a natural teacher and gifted moderator, which makes for a perfect combination to lead moderator training programs. We have used Scorpio Research on two occasions to train our moderating staff. The training kick-starts new moderator careers, and expands the repertoire of our more experienced moderators.” - CEO, Insight Strategy Group

“My students raved about the qualitative research training you provided. Your expertise in focus group methodologies is clear; and the energy you brought to the instruction was infectious! As a result, we are looking to create a full-on elective in how to plan, conduct, and evaluate qualitative research for our new doctorate program.” - Research Director, College of Health Sciences, FIU

*“Scorpio Research’s moderator training program changed the way we look at moderating. Everyone’s energy and level of engagement have increased. The one-on-one feedback was invaluable and helped my team discover the unconscious things they were doing as a moderator - both positive and negative. Now, they can better reinforce positive actions and work on decreasing negative ones.”
- Head User Experience Testing, Cars.com*

*“I cannot recommend Scorpio’s training programs highly enough. During a recent qualitative training, daily modules were expertly tailored to our team’s specific needs, in addition to our varied experience levels. This training was a catalyst, spurring positive change within our Research Department.”
- Senior Research Director, The Intelligence Group*

“It was a pleasure to work with Ilana Drucker for our moderator training. She understood the nature of our design-focused research and the challenges facing our company, allowing full tailoring of the course to our needs.” - Senior VP, The Big Picture, USA

Contact

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