

# Course : Leading a creative focus group

*Practical course - 3.5 hours - Ref. 9FG*

*Price : 370 € E.T.*

This training course will provide you with the key points to bear in mind when organizing and running a creative focus group.

## Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Master the key points of organizing a creative focus group
- ✓ Integrate the essentials of creative focus group facilitation

## Intended audience

Marketing, communications, sales, innovation or research managers.

## Prerequisites

No

## Practical details

### Teaching methods

Theoretical input, exchanges, case studies, illustrative examples, experiential methods and active discovery.

## Course schedule

### 1 How to organize a creative focus group

- Defining the objective.
- Casting the participants.
- Focus group venue: location, type, facilities...
- Speakers: animators and observers.
- Animation tools.

### Hands-on work

Definition of participant recruitment criteria and quotas.

## PARTICIPANTS

Marketing, communications, sales, innovation or research managers.

## PREREQUISITES

No

## TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

## ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

## TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

## 2 Leading a creative focus group to innovate these offers

- Icebreaker.
- Instructions to participants and rules to be respected by the moderator.
- The divergence-convergence principle.
- Creativity tools for finding innovative ideas.
- The uses of brainstorming and design thinking.

### Hands-on work

Creativity test illustrating the principle of divergence-convergence in innovation.

#### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

#### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at [psh-accueil@orsys.fr](mailto:psh-accueil@orsys.fr) to review your request and its feasibility.