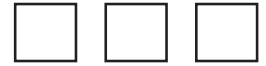


FOCUS GROUP



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Description: This is an activity that could be modified for any subject area. Essentially, the trainer provides the participants with a list of suggested topics to discuss selected from the subject matter of the session; they will present this bite-sized content back to the group in a creative fashion.

The Focus Group promotes interactivity, helps to reinforce information and engages the group as it gives them ownership over the material. Further, it changes the focus from the trainer to the participant, and the diversity of vocal and presentation styles makes for a more interesting session. It works well after a break as it gets the group focused but in a relaxing and fun way.

Objective: To bring creativity to traditionally dry, technical content and encourage collaboration to promote reinforcement of content.

Time: 45 minutes

Audience: Any technical training audience

Group Size: 20 or fewer people

Materials:

- Flip chart paper
- Pens
- Other creative items to support presentations

Process:

1. Divide the participants into smaller groups of between three and five persons and provide them with a list of topics relevant to the day's session.
2. The participants should then be asked to select one of the topics for their exclusive discussion and focus.
3. Each group will then work with their selected topic for about 20-25 minutes and come up with a summary response to present back to the rest of the class. Encourage a creative presentation of the topics which could include, but is not limited to: posters, music/rhymes, role plays, PowerPoint presentations and, for those who are most daring, an interpretive dance! You could choose to provide a prize to the most creative group to engage some wholesome competition.

Debrief: Celebrate the successes of the participants' creativity and summarize their pertinent points. As necessary, you can expand upon points from the presentation.

Variations: This activity could be easily transformed for online learning where individual participants could be charged with a small part of content that they have to share with a group of other online learners. These participants could be given the choice of web-based or app-based software to create their focused presentation. Once completed, these presentations could be made available online for the ongoing resource of all present and future participants in the relevant program.