

PRAXI

Onsite Qualitative Interviewing Training

# THE ART OF INTERACTION





# Why.



Companies in all realms of research are trending toward the management of qualitative interviewing tasks in-house. This approach saves resources, adds to the experiential value of project management for staff, and develops new skill sets that can be applied throughout their careers.

Without proper training, however, in-house moderators can sometimes dilute the true value of qual projects simply due to a lack of familiarity and knowledge around the most effective tools and processes for managing interviews and group discussions.

# What.

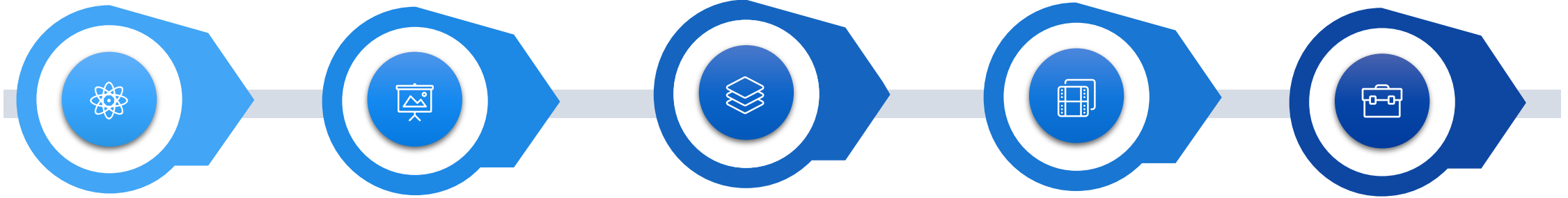
Unlike traditional programs, the Praxi approach provides several unique benefits:

- ✓ A single-day (rather than week-long) intensive session held at your location (or off-site if you prefer), avoiding added costs and out-of-office time;
- ✓ Custom curriculum, informed by Mike's experiences attending traditional programs, but driven by his own experiences as a facilitator for the past 20 years;
- ✓ All sessions personally facilitated by Mike (as opposed to a junior staff member with less experience as an actual moderator); and
- ✓ The ability to custom tailor the session to the needs of your associates, with greater / lesser emphasis placed on specific areas of study.



# How.

An example agenda.



Framing  
Expectations.



Choreography.  
(Mapping the  
Chat)



Art of  
Interaction.



Challenges  
and  
Solutions.



Stakeholder  
Management.





# Who.

All sessions are personally led by Mike Hesser, President / Founder of Praxi.

- ✓ 30 years in custom, primary research
- ✓ 20+ years as a moderator / facilitator
- ✓ Has personally led thousands of focus groups, in-home and in-store ethnographies, and executive 1-1 interviews.

# Details.



## Costs

One single-day session for 4 to 8 staff members including all curriculum, session leadership, and leave-behind materials.

\$4,200.

## Contact Us

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