

# **GROUP COACHING: AN INTRODUCTION**

## **COURSE OUTLINE:**

### **WEEK 1: INTRODUCTION & OVERVIEW**

#### **Pework Assignments:**

- 1. In writing, note your answers to the following questions:**
  - **Why do you want to add group coaching to your practice?**
  
  
  
  
  
  
  
  
  
  
  - **What do you believe are the necessary skills to successfully lead a coaching group?**
  
  
  
  
  
  
  
  
  
  
- 2. What's most important for you to come away with from this course?**

#### **Key Points & Activities:**

- 1. Introductions, Goals, Overview of the course**
  
- 2. Basic distinctions for successful group coaching:**
  - **Coaching individuals vs. coaching groups**
  - **Therapy groups vs. coaching groups**
  - **Leading teleclasses vs. coaching groups**
  - **Benefits to the Coach vs. the Client**

- 3. Review key structures and systems that support success in group coaching:**
  - **Intake Process for Group Coaching**
  - **Welcome Pak**
  - **Fees for Group Coaching**
  - **Group Systems: Email, Software, Fax Broadcast, Virtual Assistant, etc.**
  - **Adding Value to Group Coaching Clients**

**Fieldwork and Preparation for Class 2:**

- 1. Identify 2 kinds of coaching groups you want to develop in your practice**
  - A.**
  - B.**
- 2. Create a design and begin to fill in the specifics: cost, how often, length of session, face to face vs. phone, etc.**
- 3. Do a self-assessment based on the necessary skills for group coaching (Use the “Group Coaching Skills Wheel” we’ve constructed)**

## **WEEK 2: TYPES OF GROUP COACHING**

### **Key Points & Activities:**

- 1. Review Fieldwork Assignments**
- 2. Types of Coaching Groups and their assets and liabilities to the coach and to the group participants**
  - § Topical Groups vs. Ongoing Groups**
  - § Business Groups vs. Life-Coaching Groups**
  - § Time limited vs. Open-ended Groups**
- 3. Discussion of individual projects using the key content areas presented.**
  - Individual Coaching re: Personal Projects**

### **Fieldwork and Preparation for Class 3:**

- 1. Continue to work on Group Coaching Project with your buddy Team members. List the kinds of support systems you believe will be necessary for the kind of group you intend to coach. Consider support systems like the following: intake, welcome packet, fees, e-mail/fax/broadcast, etc.**
- 2. For each system, determine how they add value to your group coaching clients. Be prepared to discuss in Class 3.**

# **WEEK 3: MARKETING GROUP COACHING**

## **Key Points & Activities:**

- 1. Review Fieldwork Assignments**
- 2. Discussion:**
  - **Marketing Group Coaching vs. Marketing Individual Coaching**
  - **Push/Pull Marketing Models**
  - **Niche Marketing**
  - **Marketing by Attraction & Referrals**
- 3. Discussion and coaching of participant projects**
- 4. Continue work on your project by beginning to work on the marketing plan for one or both of the coaching groups you identified.**
  - 1. Make notes regarding the following:**
    - **Who to market to**
    - **Methods to use to announce and to attract participants**
    - **Other**
- 5. Fieldwork and Preparation for Class 4  
Finalize & Prepare for Team Group Coaching Projects in Weeks 4, 5 & 6**

## **WEEKS 4, 5 & 6: TEAM GROUP COACHING**

### **Instructions for student led Group Coaching:**

- 1) Student led Group Coaching should last for 40 Minutes  
That means that the student leaders should be the first ones to the call and should decide ahead of time how much time each section will take. Jim will be on the call, but will not be leading any of it! [Note: I may, however, "break in" from time to time in order to make a point, ask a question, etc.]
- 2) The remaining 15-20 minutes will be devoted to feedback and expanded learning as well as the normal wrap-up of our teleclass. Jim will will facilitate this section.
- 3) Each session in week 4, 5 & 6 will be led by a different Team. You may present a Coaching Context of your own Team design!
- 4) You may prepare a personal bio about the instructor, e.g. You and your background, Your leading style, etc. You may email these to the class the week prior to your student led class, together with any handout materials you may want everyone to have.

### **Structure for Each Class Session:**

You will need to decide, as a Team, who among you will take each of the following 4 sections:

Section A. Welcome, roll, debrief of fieldwork and intro of initial topic or key points

Section B. Segue to next topic or key point, introduction/running an interactive exercise.

Section C. Setting up and running a role play including "coaching the Coach". Debrief the role play and deepen further learnings. [NOTE: Teams with more or less members will need to adjust assignments according to the number of members, e.g. one person can set up and lead the role-play, and another can do the debrief, etc.]

Section D. Debrief the entire Group re: nuggets, evolving and additional points based on nuggets, and assign appropriate fieldwork. [Then Jim will debrief the entire class]

# **WEEK 5 & 6: TELECLASS LEADING**

## **Key Points & Activities:**

- 1. Teleclasses vs. Group Coaching**
- 2. Teleclass Design**
- 3. Teleclass Leading Skills**