

# **Create Your Group Coaching Program**

**How to Design a Group Coaching Program That Expands Your Impact & Transforms Lives**



**Course Book**

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# Introduction

**G**roup coaching is a win for your business and a win for your customers.

Group coaching is a popular solution because it can achieve greater impact more quickly and at a lower cost than one-on-one coaching. Of course, some clients will always prefer the undivided personal attention of a coach. But others will be excited by the idea of participating in group coaching sessions with you and their peers.

Group coaching works because it leverages the untapped wisdom and support of its members. It achieves powerful results by taking people from point A to point B with a clearly defined outcome.

For you as a businessperson, group coaching programs will help you expand your reach, so you'll be able to help more people from all over the world.

Group coaching can also transform your business. If you've been a one-on-one coach or consultant, then you know there is a limit to the amount of revenue you can attract. By offering a group coaching program, you can convert your existing business model and stop trading time for money. It puts technology to good use, and its format appeals to those who otherwise wouldn't opt for 'traditional' coaching.

This course will take you step-by-step through the creation of your own group coaching program. You'll define exactly who you want in your audience, choose the best theme to help them, plan your course structure and delivery methods, and decide on your content. By the end of the course, your program will be ready, and you'll have a marketing plan in place to sell it. In this way, your business can benefit by integrating group coaching programs into your product mix and you can get on helping more people.

## Learning Objectives:

By the time you complete this course, you'll be able to:

- Decide how group coaching will benefit you and your audience and set clear business goals for your group coaching program
- Identify your target audience for your program and their main challenges as they relate to your area of expertise
- Pick a theme for your group coaching program that will focus your audience on tackling a key challenge and identify the outcome, benefits, and topics that will bring them to resolution
- Design a structure for your group coaching program that gets the best results for group members and is profitable for you
- Choose the best delivery method for your target market and decide how people will communicate with you and with each other to get the best results
- Create the content and support materials you and your group members need to run a successful coaching program
- Apply group coaching best practices to build trust and create an environment where your members feel safe, supported, and motivated
- Plan the specifics of different types of live group sessions and deal with common pitfalls that may arise in your group coaching
- Set up the basics you need in order to market and sell your group coaching program
- Evaluate the results of your group coaching program, both for yourself and your members
- Consolidate and implement your learning and plan future action steps so you can achieve the goals you set for this course

This course is broken down into 6 major modules and individual lessons to take you step-by-step through the process of creating and running an effective group coaching program.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

## **Expectations**

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

# Module 1 – Why Group Coaching?

**G**roup coaching has become popular because of the positive results group members can achieve — but it will only work for you if it fits into your business model.

In this first module, you'll look at the benefits group coaching can provide to both your business and your potential customers, and set clear business goals.

## The Benefits of Group Coaching

Group coaching can be provided in a number of different ways. You may have experienced this for yourself if you've participated in such a program before. Regardless of the delivery method, every group coaching program has the same key focus.

By working in small groups, members can:

- Focus on goal-setting**
- Deepen their awareness around key issues**
- Take appropriate action to move forward**
- Be held accountable by their peers and coach**
- Receive feedback on their progress**

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- Deepen their awareness around key issues
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Group coaching has a number of advantages over one-on-one coaching. The main benefit is the powerful synergy of a group working together toward a common goal. It harnesses the collective wisdom of a group of people focused on the same goals to produce a more effective outcome than they would achieve on their own.

There are additional benefits for group members as they get to interact and network with like-minded people with whom they may form friendships or business partnerships. There's also the financial advantage: group programs are priced lower than one-on-one coaching with the same coach, making it more affordable.

The advantage for you and your business is that working with a group expands your reach so you can serve more people at a time. This is a more effective use of your time, especially if you have a one-on-one coaching practice where the number of clients you can take on is limited by the number of hours in a day. Incorporating group coaching can increase your income and provide a more stable source of revenue if you run programs regularly and opt for a subscription model. We'll look further into this in a later lesson.

## Your Business Goals for Group Coaching

As with any other business activity, you must set clear goals for your business before starting group coaching. You need to know what your 'Why?' is. This can take different forms for different people. For example, your goal may be:

- Greater income
- More freedom
- Extend your reach
- Offer more options to clients.

Whatever your goal is, be specific and put a number on it. For example, if you want more freedom, define what freedom means to you. It might mean more time with your family, or freedom to work online wherever you want, or something completely different. Then, identify how group coaching will help you reach that goal by defining how many hours you want to work in the week vs. how much time off you want to have.

For most business, increasing income is a deciding factor because it enables you to have the other things you want. Think about how much income you'd like to attract in the next 12 months from your new group coaching program.

The more specific you can get with your goals, the easier it will be to see how close you are to achieving them later.



## Do You Have What It Takes to Be a Group Coach?

To be an effective group coach you need a mix of general coaching skills and specific group skills. Even if you're an experienced coach with years of one-on-one experience, you may not have developed the required group skills yet.

Let's review the key skills any coach needs:



- Listening
- Questioning
- Empathy
- Giving feedback
- Goal setting.

For working with groups, you need to add group skills such as facilitation skills, time management, and group discussion management. Then, given that some of your work with group members will be online, you also need distance coaching skills in order to motivate people remotely and keep them engaged. You also need a clarity of communication that conveys exactly what you expect. With group coaching, you can't afford any misunderstandings.

All of these skills come together in group coaching, and you can learn and perfect them through experience. If you've never done any coaching before, you may have developed some of these skills in other areas like teaching, management, running meetings, and so on.

Personal qualities are also important, for example:



- Patience – waiting for someone to come to their own conclusions and not forcing them to hurry up
- Empathy – getting on the same wavelength as someone
- Openness – being accepting of others and their ideas
- Confidence – knowing when to challenge

You'll find a separate **Self-Assessment Questionnaire** so you can gauge your level of competence in each coaching skill. For now, just note any skills you want to improve. We'll return to skills later.

**ATTENTION:**

This is only an excerpt from our full course **Create Your Group Coaching Program**. The full, customizable course contains 6 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.

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