

Dear participant,

Welcome to ***Build a Thriving Group Coaching Practice: Everything You Need to Successfully Run Groups Online***. We are thrilled you have decided to participate in our course. We wanted to give you a bit more information about this series as you prepare for the 9 weeks beginning next month.

**Description:** Group coaching is a vital tool for coaches because it is the wave of the future. National movement toward group coaching and group visits has been a trend the past few years, and the interest is growing. Group coaching allows us to reach more people for three reasons: it offers reduced participation costs, it creates an instant community of support around a common experience, and it decreases the time investment on the part of the coach. Translating coaching skills to hold space for multiple people while navigating the many moving parts that need to be tended to in a group requires skill and practice. This series will prepare you to design, market, and deliver your group coaching offering.

**Objectives:**

1. Describe and demonstrate key components of group coaching.
2. Practice skills and techniques that coaches need to develop to successfully design, market, and deliver group coaching.
3. Evaluate research and best practice regarding group coaching.
4. Identify basic and advanced facilitation techniques that support the delivery of group coaching.
5. Identify opportunities to apply this work in the field.

Each Zoom meeting will be 2 hours and always have the same Zoom time.

Join Zoom Meeting

<https://us02web.zoom.us/j/87274448583>

Meeting ID: 872 7444 8583

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Find your local number: <https://us02web.zoom.us/u/kdTXTJraw>

First Meeting (2 hours) Group Facilitation 101

- Translating The Four Pillars to Group Coaching
- Managing the Online Environment
- Welcoming Your Participants and Other Logistics to Handle Ahead of Time
- Introduction to Group Facilitation Hacks
- Creating a Structure While Staying Flexible

#### Second meeting (2 hours) Design and Market Your Group

- Designing the Group Experience
- Identifying Your Target Market, Message, and Marketing Strategies
- Ways to Repurpose Your Content

#### Third meeting (2 hours) Advanced Group Facilitation Techniques

- Advanced Group Facilitation Hacks
- Stages of Groups
- Managing Group Dynamics
- Using Activities in Groups and Other Adult Learning Highlights

#### Fourth meeting (2 hours) Practicum

- Group Facilitation Practice with peer and faculty feedback

#### Fifth meeting (2 hours) Practicum and Showcase

- Complete Group Facilitation Practice
- Showcase of group designs and marketing plans
- Final Questions and Wrap-up

#### Books and Articles

- Britton, J. (2013). *From one to many: Best practices for team and group coaching*. New Jersey: John Wiley and Sons.
- Wagner, C. and Ingersoll, K. (2013). *Motivational interviewing in groups*. New York: Guilford.
- Lawson, K. (2013). The Four Pillars of Health Coaching: Preserving the Heart of a Movement. *Global Advances in Health and Medicine*, 2(3): 6-8. Retrieved from: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3833536/>.
- Wolever, R., et al. (2013). A Systematic Review of the Literature on Health and Wellness Coaching: Defining a Key Behavioral intervention in Healthcare. *Global Advances in Health and Medicine*. Retrieved from: <http://www.gahmj.com/doi/abs/10.7453/gahmj.2013.042>
- Meier, D. (2000). *The Accelerated learning handbook* (1st ed.). New York City, NY: McGraw-Hill Education.

We will be offering resources for review between each live Zoom course as well. Looking forward to you sharing your wisdom and supporting your group coaching practice.

Theresa and Michele

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The Center Within

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