

# GROUP COACHING TEMPLATE



Conducting a group coaching session might seem easy to some and difficult to others. Coaches often prefer to opt for one-on-one coaching over groups, especially then they're just starting out, as they are still honing their coaching skills and managing more than one client at the same time can seem daunting.

But group coaching has its own perks, including being able to impact many people at once, and when done correctly, can be beneficial to all clients going through the same experience.

## Benefits of Group Coaching Programs

For organizations looking for group coaching programs for their employees, these sessions can:

- 01 Help bring about a constructive and stimulating outlook towards their careers
- 02 Encourage a better understanding of the developments needed
- 03 Help develop functioning as a team
- 04 Boost the integration of both personal and professional development
- 05 Help share the expertise of the entrepreneurial level to the employees and boost a mindset that is positive
- 06 Improve collaborations, trust, and encourage transparency across teams and levels of executives
- 07 Encourage and improve the achievement mentality across teams

For members of any group coaching program, these sessions can:

- 01 Help develop better strategic thinking capabilities
- 02 Help achieve better time management, build a work frame and stabilize growth
- 03 Help revise and create questions to understand concepts better
- 04 Help with the development of emotional intelligence and thinking out of the box
- 05 Create an environment where personal development is achieved along with professional development
- 06 Provide a safe space for collaboration and growth alongside other like-minded students going through the same journey

As a coach, you too will benefit from hosting group coaching sessions. The benefits include:

- 01 Increased impact
- 02 Increased income
- 03 More time to explore other coaching techniques
- 04 Faster growth and recognition
- 05 Reaching more clients
- 06 Creating a safe space for growth
- 07 Exchanging ideas and stories

## Choosing Your Group Coaching Model

The idea behind creating group coaching programs is to address the same issues faced by multiple people. Say you came across six people, and all are from different professional backgrounds, but all are facing the same issues—time management and personal development. As a coach, you can help them collectively. This will also encourage the clients to network, and having a diverse pool of professionals will help weed out other issues.

Group coaching predominantly has three models:

### 01 Cohort Model

As the name suggests, the cohort model is where everyone progresses at the same pace. You set a definite timeline and take up a limited number of people. This will help to create a more intense flow chart of what to do and how to progress.

The key benefits of this model are:

- A You can have a set time for each pointer that you want to cover.
- B Being a limited group, you can charge a higher price.
- C Having a smaller number of clients would mean you can still offer a one-to-one service.
- D This model is also very easy to set up. The basics are covered, and you can cater to almost every client individually.
- E Each session is delivered live which increases the participants' engagement and follow through.

The cohort model can be delivered both offline and online. If opting for an offline cohort model, you can also choose to deliver it as an intensive or retreat, where participants come together for 3 to 5 days and go through the coaching program together.

The only thing that you have to keep in mind is to have a flow of sessions that will be progressive and will aid the clients in solving their issues.

## 02 Online Course Model

This model is a bit more challenging than the cohort model and would require advanced coaching skills. This is ideally perfect for coaches who are interested in creating an online course that students can follow at their own pace and offer group coaching sessions to guide them through the experience.

The benefits of this kind of coaching model are:

- A Cater to a wider audience who begin the program either at the same time or join at any time.
- B Pre-recorded training videos each member can go through at their own pace.
- C Follows the cost structure of an online course.
- D Weekly live coaching calls for Q&A, coaching demonstrations, or exercises that complement the course.
- E You can also opt for automated management systems to keep track of the client's progress.
- F As the model offers a great deal of flexibility and personalization, you can look at having a group that is of a larger scale. This way, you can offer lower rates but still make profits.

This model is ideal for online classes or even if you are planning to host executives in a group. The pre-recorded sessions and the follow-ups will ensure the clients stay in the zone and can successfully deal with their hurdles.

## 03 Mastermind Model

The mastermind model is a great choice when you want to create a more intimate setting based on deep conversations and collaborations between members. It's about bringing together a group of participants from different background but with similar challenges, so they can connect, share, and help each other throughout the experience.

The key benefits are:

- A Limited number of participants so the experience is more customized and intimate.
- B The group coaching program's outcome is based on the individuals and their challenges, which is why it should provide a general outcomes such as "making more money" or "improving quality of life."
- C Each individual contributes to the group, enhancing the group's engagement and collaboration.
- D Diversity of knowledge, skills and experiences due to participants coming from different backgrounds and industries.
- E The coach acts as the host of the group, guiding all participants through conversations and exercises that will create value for them.

The mastermind model is one of the most impactful models because of the richness of conversations and value it can create. However, it's the most difficult to enroll for as you need to find participants with similar challenges and journeys to create that space and rapport between each member.

## The Basics of Every Group Coaching Program

Regardless of which group coaching model you choose to follow, the basics of a group coaching program are all the same.

- 01 Create clear goals for the group coaching.** It's crucial to identify the purpose of your group coaching program. What do you want to help students with? What outcomes can they expect from the experience? What are the challenges and pain points they have that you will solve for them? Having a clear outcome will help you define who is the ideal client to join your program and what will be the best model for you to create those results
- 02 Establish the model you wish to proceed with.** Group coaching is predominantly done online, and with the correct model, you can establish yourself as a reliable asset to the client. If you are just starting your journey as a coach, you would fare well by opting for the cohort model. But, if you are confident about your capabilities, then choosing the program model will be beneficial too. The model will affect your prices and preparing the sessions.
- 03 Advertise to the target audience/client.** The best way to get the correct clientele is to advertise. Use social media platforms to share the kind of coaching you are offering. Highlight the benefits and the connectivity your clients will achieve once they enroll in your group coaching program.

**04 Provide solutions but not in a spoon-feeding way.** As a coach, your task will always be to make the client reach the correct conclusion. You can ask them questions that will get them thinking about the reforms they need. If the clients feel that the ideas are stemming from themselves, they will be more eager to adapt to the suggested changes.

**05 Keep room for betterment open.** As a coach, you should always encourage your clients to provide feedback. This will not only strengthen your bond with your client but will also encourage them to be active participants in the group sessions. And let's not forget all feedback can then be implemented to continuously upgrade your group coaching program for future ones!

*Let's put this into action with an example.*

Let's say you are crafting a live group coaching program using the online course model. Your clients are all professionals ranging from ages 25 years to 40 years. The key problems faced by your clients are managing time and developing social skills. In order to help them manage time, you decide to create a series of videos, in the format of the online course, that will help them gradually alter their lifestyles. The whole experience will last 3 months in which you will also host weekly live calls for all students to ask questions, share their insights, and brainstorm ways to overcome their particular hurdles in each step of the way.

## How To Craft Your Group Coaching Program

Follow these 7 key steps and guiding questions to start crafting your group coaching program.

### **STEP** **01** The Outline

There are 3 crucial elements you need to define before crafting your program and enrolling clients:

- 01** What outcome can clients expect from the program?
- 02** What are your capabilities to create those outcomes?
- 03** What kind of participants are expected to join the program?

**STEP  
02**

## The Set-Up

Once you know what the program's outcome is, it's time to define how it will be set up and delivered to create that outcome and experience. Answer these questions:

- 01 Will the program be delivered in a corporate or non-corporate setting?
- 02 Which group coaching model is the best to deliver the expected outcome?
- 03 Will it be an offline or online program?
- 04 If online, which platform will you use to host the live calls?
- 05 Is there a limit of participants?
- 06 Will there be pre-recorded videos? If yes, which platform will host your online course?

There are also 3 key elements you want to define during your set-up:

- 01 **Pre-assessment:** An assessment before the start of the group coaching program to gauge the participant's expectations and where they are before starting the journey.
- 02 **Self-based learning modules:** Preparing and creating all the material and videos needed, if any.
- 03 **Group assessment:** Having an evaluation of the group as a whole regarding their intentions, expectations, and energy.

**STEP  
03**

## The Structure

Your group coaching program structure will depend on the coaching model you chose in step #2. This structure should cover the flow all participants should go through to get from where they are to where they want to be, which would be the expected outcome from the program.

If you've chosen to follow the online course model, this structure includes the flow of all the pre-recorded videos needed for members to study at their own pace and how that experience will look like.

**STEP  
04**

## The Spaces

This step is about identifying what activities or exercises can be facilitated within the group so they can learn from each other. Make a list of spaces you can host yourself or spaces group members can organize by themselves to enhance their experience.

**STEP  
05**

## The Delivery

This step is one of the most important ones because the delivery of this program is what will define if the program is successful or not. It will create the whole experience for each member and help them achieve those results.

The basic structure every live call should follow is:

- 01 Introduction & connection
- 02 Topic of the day
- 03 Group coaching facilitation (Q&A's, live coaching...)
- 04 Activity or exercise

For the group coaching facilitation, there are 2 models to deliver these:

**MODEL  
01**

### Teach, Coach, Relate, Facilitate

This model follows four steps through the whole session:

- 01 Teach the topic
- 02 Coach an audience member through the topic in front of the whole group
- 03 Relate back to the group
- 04 Facilitate a discussion in smaller groups to drive insights from the live coaching demonstration

**MODEL  
02**

### Coach - Relate, Coach - Relate

In this model, you identify individuals who are facing a common challenge from the group and coach them in front of the group. During the coaching, you take moments to relate back to the group and help them drive insights from the experience. Then back to coaching, then relating, and so on until the coaching reaches an end. This is a great model to boost engagement and learning from demonstration.



Follow these [7 principles](#) to running powerful group coaching sessions.

- 01 Manage your energy
- 02 Manage the group's energy
- 03 Provide consistent certainty of outcome and experience
- 04 Practice adaptability to ensure the program meets the group's expectations
- 05 Keep the group accountable
- 06 Create results
- 07 Capture the experience

## **STEP** **06** The Follow-Up

How can you ensure the group members are getting results? Follow-up with them! Whether you decide to have one-on-one feedback calls, a form, or a group call for sharing, it's crucial you follow-up with all group members to know if they are achieving the expected results, how their journey is going, and if there's anything you can do to improve their overall experience.

## **STEP** **07** The Final Evaluation

Once the program is done or near the end, it's important to get the final feedback about the group coaching experience. This includes gathering results, testimonials, NPS scores, case studies, and any other way you can gauge the effectiveness of the program and take information you can implement for your next group.

Dive deeper into each step in [this video](#).