



POWER OF FIVE

**Group and Team
Coaching**

**NORTH
TEXAS ICF
WORKSHOP
FEBRUARY 18
2021**



**JENNIFER BRITTON
MES, PCC**

**GROUP COACHING
ESSENTIALS | EFFECTIVE
VIRTUAL CONVERSATIONS**

—21 for 21—
Stand Out Virtually

Hi and welcome!

Thanks for joining us for the 6 Ways to Rock Your Next Virtual Event. Whether virtual has been your way of working for the last year or many, creating engaging and impactful virtual conversations is key. As a coach, writer and trainer I'm passionate about helping coaches, leaders, business owners and teams scale their conversations in the virtual space.

While I've been training others to design and lead more impactful coaching and conversations virtually for many years now, over the last year I've had the privilege to speak and train thousands in the area of virtual conversations.

My name is Jennifer Britton and this is the 5th year I'm participating in the Heart of Coaching Giveaway. We may have met before - I'm also the author of several books, including *Effective Group Coaching* (Wiley, 2010) and *From One To Many: Best Practices for Team and Group Coaching* (Jossey-Bass, 2013), as well as *Effective Virtual Conversations* (2017) and the *PlanDoTrack Workbook and Planner* (2019).

In addition to offering the Virtual Facilitation Essentials program (an ICF CCE approved training), I've also led several Challenges under the Stand Out Virtually micro-brand which has been taken by hundreds.

This booklet has been shaped by these thousands of hours of conversations. It includes 6 resources plus some bonuses that will help support you to ROCK your next virtual event.

Whether it's a group coaching program, or virtual retreat, webinar or 5-day challenge, virtual events can be impactful and meaningful. Many have indicated they prefer them over face-to-face events.

During last year's HOC event I offered a separate resource - *Expanding the Coaching Conversation to Teams, Groups and Virtual Audiences* - which I know many referred to throughout this last year. This was in combination with the resources I created for the ICF COVID-19 response last year as well.

Keeping aligned with my usual approaches, this year's offering brings together practical things you will want to consider as you go to DESIGN, PREPARE, and IMPLEMENT any virtual program (think the range of webinars, on-demand programs, group or team coaching). Whether your group size is small OR large, you'll find that you can put these into place right away.

My hope is that this guide will inspire you to expand your THINKING and ACTION about what's possible in your work. For more on Virtual, check out the sister *Effective Virtual Conversations* book and site.

I hope you enjoy it!



Jennifer Britton
Founder - Potentials Realized

1. Pre-Call Checklist

Pre-call conversations can be critical for success in group coaching work. It may be something you also include in team coaching if you are not systems coaching. Use the following questions to learn more about who is in your room.



WHO ARE YOU?



WHAT BROUGHT YOU TO THE PROGRAM?



WHAT ARE YOUR KEY GOALS FOR OUR COACHING?



WHAT ELSE SHOULD I KNOW ABOUT YOU?

2. Getting Clear on Who You Serve

Our audience, and those we are in conversation with, should be the focus of any virtual conversation. We have about 3-7 seconds to make a connection and draw them in. This is where we want to ensure that we use the 5 Engagement Levers to get people working.

Consider:



WHO IS YOUR AUDIENCE?



WHAT DO THEY FIND IMPORTANT?



WHAT IS IT THEY WANT OUT OF THE CONVERSATION?

2. Getting Clear on Who You Serve



WHAT PROCESS PIECES DO THEY NEED TO HAVE IN THE CALL?



WHAT'S GOING TO SUPPORT THEM TO ENGAGE?



WHAT RESULTS ARE THEY LOOKING FOR?



WHAT'S GOING TO SUPPORT THEM TO CONNECT?

3. Leverage the 5 Engagement Levers™

One of the big challenges is that most calls today in the virtual space STAND OUT for the wrong reasons. They are dull, boring, one-way passages of information.

The perfect call formula, with the acronym of PERC, gets you to think about how you focus on:

P – PROCESS

E – Engagement

What are you doing to activate the 5 Engagement Levers™ so that people are active conversationalists and not just passive participants? The 5 Engagement Levers™ are:

- Breakouts
- Annotation
- Chat
- Polls
- And Whiteboards

R – Results

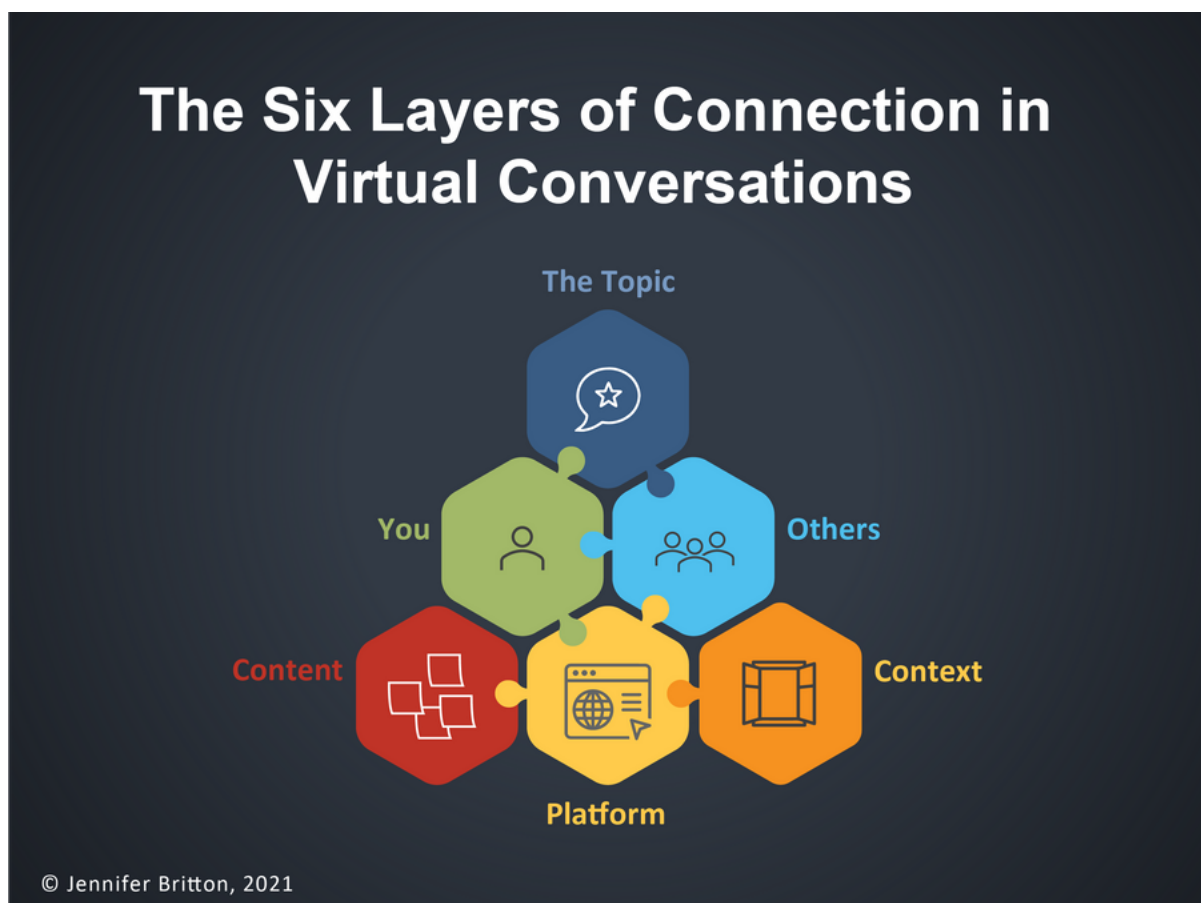
Always start with the end in mind. What are the results you are aiming for? Are you asking people at the start of the program or process to identify “What success will look like at the end of their work with you?”. What can people do to anchor their learning?

C – Connection

4. Consider the 5 Layers of Connection

In today's physically distanced world (at least of 2020 and hopefully only part of 2021) connection is key. We want to connect on these layers –

- Connection to you as the host
- Connection to others
- Connection to the content
- Connection to the platform
- Connection to their Why and what's important
- Connection to their context



3. Consider how you will collaborate

Collaboration is an essential component of virtual work. Whether we are co-facilitating or creating Joint Ventures, consider:

What can collaboration look like for you?

Collaboration doesn't just happen. It's about creating an intentional relationship. Consider these questions:

Where could you benefit from collaboration:

Who could support your virtual events?

Key details they need about the event and outcomes:

Materials they need so they can spread the word:

Requests:

Deadlines:

Other:

5. Mindmap



6. PEBBLES ETC

*"Recycling turns things into other things.
Which is like magic." - Anonymous*

7. Six Factors of High Performing TEams



Shared Vision



Shared Performance Measures



Clear Roles



Shared Goals



Team Practices



Shared Commitment

*"Recycling turns things into other things.
Which is like magic." - Anonymous*

Group Coaching Design Matrix

Group Coaching Design Matrix

Topic Name:

Topic Length:

Overall Goals or Objectives of the Topic:

Duration	Focus Area/ Content	Coaching Questions	Activities/Methods	Materials Needed

*"Recycling turns things into other things.
Which is like magic." - Anonymous*

Collaboration Questions



*"Recycling turns things into other things.
Which is like magic." - Anonymous*

One Page Plan



One Page Plan

Period of: _____

Goal	Description	Key Timelines	Resources (Who and What)	Enablers/Deallers

NOTES:

5. 20 GO-TO RESOURCES FOR VIRTUAL CALLS

Curious about where to go with amplifying your virtual work?

Here are 15 starting points for magnifying your graphics.

Polls, videos, surveys and membership sites.

Graphics

Unsplash
Adobe Stock
Pixabay

Video Creation

Lumen5
Adobe Spark
Doodly
Biteable

Membership Sites

Mighty
Networks
Kajabi
Teachable
Thinkific
Ruzuku
Facebook Units
Xperiencify

Surveys

Survey Monkey
Google Forms

Polls

Built into your platform
Mentimeter
Poll Everywhere

In the remote space, things need to be more intentional.

What is the environment you want to create?

REMOTE ENABLERS

In Getting Up To Speed – the Remote Working Whitepaper, I shared 7 areas which help to accelerate and amplify teamwork, conversations and results in the online, remote and virtual space. Consider each of these 7 areas in your area and what you are doing to make them more explicit or clear.

Communication

Clarity

Connection

Consistency

REMOTE ENABLERS

In Getting Up To Speed – the Remote Working Whitepaper, I shared 7 areas which help to accelerate and amplify teamwork, conversations and results in the online, remote and virtual space. Consider each of these 7 areas in your area and what you are doing to make them more explicit or clear.

Culture

Community

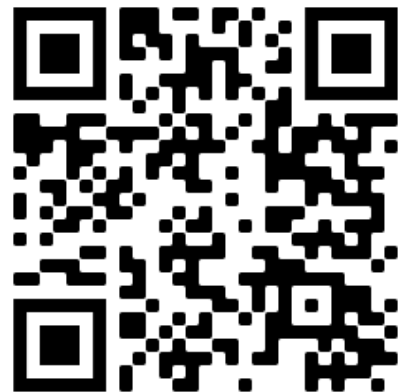
Collaboration

Worksheet

What are the major pieces of your work for 2021?

What resources do you need? Who can support you?

What are 1-3 steps you are committed to taking to make this happen?



Virtual Session Checklist

Details For Call

Participant List

Extra Device

Recording

Presentation

Phone/Audio Muted

Microphone/Headset

Background

Session Notes

Questions

Links

JOIN US FOR AN UPCOMING PROGRAM

I hope you will consider joining us for a future virtual program offered for Coaches, Business Owners and Virtual Facilitators. Programs can be customized and rolled out in-house with your team or group (5+ members). Contact Jennifer Britton at info@potentialsrealized.com to learn more.

GROUP COACHING ESSENTIALS (8.75 CCEs)

Monthly starts with a focus on the best practices of designing, marketing and leading your own group coaching programs. <https://www.GroupCoachingEssentials.ca>

ADVANCED GROUP AND TEAM COACHING PRACTICUM (10 CCEs)

Take a deeper dive into group and team coaching. Hands-on practice and feedback on your group and team coaching skills. <https://www.GroupCoachingEssentials.ca>

VIRTUAL FACILITATION ESSENTIALS (8.5 CCEs)

Build out your virtual facilitation toolkit for any type of virtual conversation - webinars, coaching, retreats or learning. <https://www.groupcoachingessentials.ca/vfe.html>

STAND OUT VIRTUALLY INCUBATOR - 8 WEEKS

Build out program assets including your brand, proposals and programming. Ideal for those who want to move into the corporate space.

<https://www.standoutvirtually.com/incubator.html>

60 DAY COACHING BIZ ACCELERATOR - ON DEMAND

Looking to build out your own business as a solopreneur? This program includes daily videos, worksheets and steps to build out your business, one day at a time, for 60 days.

MENTOR COACHING GROUPS FOR ACC/PCC

For those who want to complete mentor coaching for their ICF credential - ACC, PCC. More info at [GroupCoachingEssentials.ca](https://www.GroupCoachingEssentials.ca)

ANNUAL LABS -LEARNING LAB AND DESIGN STUDIO

Join Jennifer bi-weekly throughout the year for a group learning or coaching call to move your business forward (CGBL) or your group and team program ideas (LLDS).

AMPLIFY VIRTUALLY MASTERMIND

Benefit from the best of all programs and take a deep dive to AMPLIFY your programming. Geared for those who want to amplify their voice via online programming, this program includes the Incubator, and regular mastermind calls, along with some 1-1 coaching time with Jennifer and her team. Learn more and apply at <https://www.groupcoachingessentials.ca/amplify.html>