Potentials Realized Certificate in Team Coaching

THE 10 COURSE PATHWAY TO TEAM COACHING MASTERY™

At Potentials Realized we believe in harnessing the power of many, through group and team coaching, as primary ways to support individuals, groups, teams and organizations in growing and addressing complex issues in today's world. We have provided training in Group Coaching since 2006 through our ICF-CCE approved training with Group Coaching Essentials, and Team Coaching through 2010, via our Team Coaching Intensive and Essentials series.

Potentials Realized founder, Jennifer Britton, wrote the world's first book to be published around group coaching back in 2009 entitled **Effective Group Coaching**. In 2012 she followed up with **From One to Many**: Best Practices for Team and Group Coaching (Jossey-Bass, 2013). and is considered the thought leader in the space of group coaching, and a significant influencer around team coaching.

As more and more coaches are providing this work, we continue to expand our offerings which now include 10 courses in the pathway to group and team coaching mastery as well as coaching supervision for group coaches.

The Evolution of Team Coaching in the Coaching Professional – The ACTC

Team coaching demand is continuing to expand, and in 2022, the International Coaching Federation introduced the ACTC, the Advanced Credential for Team Coaching to discern specialized skills and approaches for team coaches:

As ICF indicates, with the ACTC, team coaches prove they are competent and capable of providing the complex skills required for effective team coaching, including:

- Distinguishing team coaching from other team development modalities
- · Managing the complex dynamics and patterns unique to teams
- · Partnering with a variety of stakeholders to establish team coaching agreements
- Supporting teams in the development of effective communication and collaboration skills
- Partnering with teams to develop a sense of common identity and purpose
- · Collaborating with teams to support conflict resolution
- Promoting a team's autonomy and long-term sustainability

Source: CoachingFederation.org

Program Delivery Options for Team Coaches

To meet the growing need for training grounded in practice and theory, Potentials Realized offers a 60 hour, and 125 hour, CCE program pathway to team and group coaching evolution and growth. Courses are offered virtually and online and can be offered in-house to organizations in virtual and inperson learning formats.

Our 60-hour Team Coaching Certification program builds upon the foundations of Coaching Many (Groups and Teams) covered in Group Coaching Essentials through a 6-course pathway of Team Coaching Essentials, ACTIVATE Your Group and Team Coaching Superpowers (A focus on Coaching Presence), Coaching Diverse Teams and Groups Using the Workstyles, the Neuroscience of Team and Group Coaching, and/or Co-Coaching Essentials.





For those coaches that want an even deeper learning experience we also offer a 10-course pathway to support clients through all foundations of team coaching. plus, supervision. (See pathway Below) Our primary program modalities are:

Virtual/Online – 6 to 10 five- and six-week program deliveries online in small cohort groups. Programming is usually taken 1-2 courses at a time. Completion for the 70-hour course pathway is approximately 8 months, 125 hours is approximately 1 year.

In Person – Some programs are delivered in person in more intensive sessions over a 2-day period. These are offered in the Greater Toronto Area or can be delivered in-house.

Having offered primarily virtual learning since 2004, we incorporate the best practices of virtual design and adult learning practices, as enshrined in Potentials Realized's founder's books, Effective Virtual Conversations and Reconnecting Workspaces.



About Our Certificates in Team or Group Coaching

We offer two pathways for coach practitioners – one for Group Coaches, one for Team Coaches – recognizing that group and team coaching are related siblings. Building on the understanding that coaches already bring a foundational mastery of the core coaching competencies, our programming is geared to coaches who want to scale their impact and work to the collaborative space of many, in terms of group and team coaching.

We offer a resource-rich experiential approach, which blends knowledge, tools and practice, and rich dialogue. Coaches have the option of completing either a 60- or 125-hour pathway or taking some courses a la carte/individually, modelling snippets of the group and team coaching process.

We offer team coaching training in three formats:

- Live, online/virtual five- and six-week modular offerings within 10 programs suite.
- In-person and hybrid more intensive learning experiences for small groups of coaches
- In house deliveries around team and group coaching to world class organizations and internal teams of coaches This option is popular with our clients Canada's Public Service, Brooks Sales Group Coaches, Edward Jones, Vanderbilt Medicine and Johns Hopkins University.

Our training is known as resource-rich, experiential and practitioner-focused. See Pathway below.





The Pathways to Team Coaching Certification

To meet, and exceed, the industry minimum requirement of team coaching, globally of a minimum of 60 hours. we offer both 70- and 125-hour pathways to learning. The first course, strongly recommended for all, is Group Coaching Essentials, recognizing that group coaching is often seen as more similar to individual coaching than coaching a team, on the way to continued learning and mastery as a team coach.

Our pathway includes the following ten programs:

- 1. Group and Team Coaching Essentials (8.75 CCEs)
- 2. Team Coaching Essentials (14 CCEs)
- 3. Advanced Group and Team Coaching Practicum (10 CCEs)
- 4. ACTIVATE Your Team and Group Coaching Superpowers (14 CCEs)
- 5. Coaching Diverse Teams and Groups (14 CCEs)
- 6. Co-Coaching Essentials OR
- 7. Building your Toolkit: the Neuroscience of Group & Team Coaching
- 8. Reconnecting Workspaces Certified Coach Training (24 CCEs)
- 9. Virtual Facilitation Essentials (8.75 CCEs)
- 10. Participation in building your business acumen and business case for team coaching via the Coaching Biz Growth Lab (6 months of bi-weekly calls)

Core Areas of our programming pathway and syllabus includes:

- Exploration of the landscape of coaching many group and team coaching
- Designing Agreements Given the diversity of groups
- Building out your toolkit of team coaching resources: Appreciation of the diverse needs of group and team coaching clients with a focus on building a variety of skills, and practices, within the coach toolkit
- Creating an environment grounded in the triad of TRUST, Safety and Connection. Trust, safety and connection are at the foundation of team and group coaching, and our training builds from this.
- Developing programming for a variety of stakeholders and clients by activating your unique talents and strengths as a coach
- Assessing the right modality for learning and assessment readiness for team coaching and group coaching
- Working with strengths and innate abilities building on the five-style framework of Team and Group Coaching Superpowers taken by more than 1000 coaches during the 2022-2023 period.
- Team Effectiveness including team development stages, the Six Factors of Team Effectiveness™
- Supporting you to develop a wide range of skills and approaches which can meet the diverse needs of different team and group members, via Britton's Hybrid Work Styles framework.
- Marketing and Business Development through developing a business case for this work.
- Practice and feedback around your skills, core coaching competencies and strengths, through the Advanced Practicum as well as micro-coaching moments in most of our curricula
- · Developing your philosophy around team coaching

Who our Programming Is Geared For:

- Coaches who want to focus on what coaching can look like in the evolving workspace, which may involve a combination of in-person, virtual and remote coaching engagements.
- Coaches who want to be confident and fluid across the space of Coaching Many with groups and teams
- Coaches who prefer the flexibility of a modular approach and small group cohorts.
- Coaches who want to build a toolkit of a variety of approaches which can be used to coach teams and groups across a variety of industries

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Course Curricula - Program Spotlights

The foundational pre-requisite program of Group Coaching Essentials is recommended.



Group Coaching Essentials (8.75 CCEs)

Description: This foundational course explores the best practices for coaching groups, including the best practices of design, marketing and implementation. This five-week program provides the space for those coaching many to explore and start to build out their offering when working with groups, whether it is with a group of leaders from across an organization, or a

The five modules of the GCE program include:

- 1. The foundations of group coaching
- 2. Best Practices for Designing Group Coaching including exploration of who you serve
- 3. Marketing Group Coaching Exploring your Sweet spot of what are your strengths, passions and what your market wants
- 4. Building Out Your Toolkit
- 5. Tricky issues in group coaching



Team Coaching Essentials (14 CCEs)

Description: This foundational course in team coaching provides a practical primer for coaches to get started or brush up around team coaching foundations. We cover the new ICF-Team Coaching Competencies, what makes team coaching distinct, along with Design and the Six Factors of Team Coaching.

The six modules of this program include:

Week 1 – Team Coaching Fundamentals

Week I explores the fundamentals of the art and science of team coaching including:

- Team Coaching Competencies ICF
- Core Skills and Distinctions = Where are you on the map?

Week 2 - Team Foundations in the Evolving Work World including Remote and Hybrid Work

- 7 Enablers for Teams
- · Six Factors of High Performing Teams
- · Arc of Team Coaching
- · Teamwork Skills

Week 3 - Design and Engagement in a Virtual Space

- 6 Layers of Connection
- 5 Engagement Levers Design and Engagement

Week 4 - Core Issues

- Coaching for Results and Relationships
- Coaching Conflict
- Exploring Roles within Teams
- Group Brainstorm of key issues in dealing with conflict

Week 5 - The Business of Teams Coaching

- Contracting
- Assessments
- Proposals

Week 6 - Collaboration and Tricky Issues

This week we explore:

- Co-facilitation and co-coaching
- Tricky issues

Bonus Design Sprint with founder Jennifer Britton supports you in getting ideas out of your head for team coaching and onto paper.



Advanced Group and Team Coaching Practicum (10 CCEs)

Coaching mastery comes through practice. This program will provide coaches with two opportunities to prepare for, lead and get feedback around their team and group coaching skills. Each practicum is 45 minutes in length and provides team coaching practitioners with the opportunity to experience and participate in the range of team activities – from forming, to storming, and then performing.

The core focus of this program is on the art and practice of team and group coaching. Each participant designs 2 coaching conversations and brings it to their peers for real-time coaching, and structured feedback on the ICF Core and Team Coaching Competencies.

Through experience, feedback and discussion, these additional topics are covered throughout the program and module notes.

- Advanced Design Approaches
- Pitfalls and Tricky Issues
- · Dealing with Difficult Clients
- Boosting Engagement and Impact for Your Clients
- Systems for group coaching to leverage your time and results
- Advanced issues for virtual program delivery (phone/web)
- Building Your Unique Platform Leveraging the Programs you have in place for additional revenue streams
- Advanced Marketing Issues
- · Exploration of newer technologies for program delivery and marketing
- More exercises, tools and practices you might consider in your work
- An opportunity to practice your own coaching and facilitation, and receive feedback on it during two practicum rounds during the program

The program includes a 2-hour Blended Learning Assignment



ACTIVATE Your Team and Group Coaching Superpowers (14 CCEs)

Coaches bring unique superpowers to the table a part of team coaching mastery is about being able to activate and expand your natural inclination to the meet the diverse needs of teams you will find yourself working with.

In this program we explore the five different team and group coaching superpowers, as well as their unique coaching techniques and tools they gravitate to.

The six modules are:

Week 1 – Overview of the 5 Team and Group Coaching Superpowers, enablers and pitfalls. Core Group and Team Coaching Essentials and Enablers.

Week 2 - In Focus: Catalytic Firecracker, Ecosystem Connector. Design Elements for Powerful Team and Group Coaching for all superpowers.

Week 3 - In Focus: Spiral Lighthouse, and Grounded Labyrinth. Activating Your Superpower for Business Development and Marketing.

Week 4 – In Focus: Creative Toolmaster. Building your Toolkit of Unique Approaches (from Conversation Sparkers, to kinesthetic approaches, visuals, to questions and experiential processes).

Week 5 – Bringing Your Superpower to the Forefront with a practicum and feedback opportunity.

Week 6 - Style Fluency. Activating your partnerships by leveraging your unique style. Integration.



COACHING DIVERSE TEAMS AND GROUPS COACHING Diverse Teams and Groups (14 CCEs)

Diversity - Strengths in teams and groups today. One of the main challenges (and opportunities) afforded by hybrid, and flex workspaces, is the recognition that different team members may have different ways of working, which influence how they communicate, make decisions, prioritize, as well as what they find creates conflict, as well as opportunities.

This program explores the five Work Styles enshrined originally in Britton's Hybrid Work Styles. In her 2022 TEDx Talk, Coaching Teams Through Chaos, she explores these five styles in depth. This program explores not on the five distinctions but also HOW to coach around them.

It covers the WHAT and WHO of group and team coaching while expanding approaches for coaching the diversity of styles, needs and preferences that exist when coaching many.

Our programming includes the following weekly focus:

Week 1 – Overview of the 5 Hybrid Work Styles™, enablers and pitfalls. Core Hybrid Essentials and Enablers

Week 2 – In Focus: Builder and Visionary Styles

Week 3 – In Focus: Innovative Experimenter and Culture Wizard Styles

Week 4 – In Focus: Connector Styles and Developing Style Fluency

Weeks 5 – Coaching and Team Development around the Hybrid Work Styles

Week 6 - Capstone practicum - lead us through an activity of your choice to broaden your toolkit

There is also a Blended Learning Assignment of 3 hours of reading a book of your choice around work styles or watching 3 hours of video content.

Co-Coaching Essentials

Co-coaching is an integral part of Coaching in the team realm. Any groups or teams larger than 15 need to be co-lead in order to be acceptable for a team coaching engagement for your credentialing og. This program takes a deep dive into the art and science of masterful co-design and delivery. Pre-requisite – Superpowers program. This is a six-module program which explores:

Week 1 - Co-Coaching Foundations

- Welcome
- Introduction
- Why Co-Coaching is Important
- Skills Required by Co-Facilitators

Week 2 - Foundational Models and Styles

- Introducing the Four Phase Model to Co-Coaching (as per From One to Many: Best Practices for Team and Group Coaching)
- Exploring your unique Co-Coaching Style (link to the Group and Team Coaching Superpower).

Week 3 - In Focus: Designing Your Co-Coaching

- Exploring the Beginning and Design Phases of Co-Coaching
- Practicum Round #1

Week 4 - IN Focus: Partnering in Implementation

- Exploring the Dance of Implementation
- Dialing up and Dialing Back Your Unique Style Triggers, Blindspots
- Debrief on Learning from Practicum #1

Week 5 - Practicum

Co-Leading with a Partner Practicum Round #2

Week 6 - Debrief and Synthesis

- · Learning from the Co-Leading stages
- Exploring Follow up as Co-Coaches
- Identifying What's Next

Capstone - preparing for leading a co-coaching experience



Building your Toolkit: the Neuroscience of Group & Team Coaching also known as Neuroscience, Learning and Experiential Processes

'NLE-A" is a course that can be taken at any time in the pathway and has no formal pre-requisites. This program explores the triad of neurosciene, learning and experiential education and how that influences our work.

Week #1 - The Learning, Experiential, and Neuroscience Foundations around Coaching Many - Teams and Groups and Systems.

Week #2 – The Foundations of Group and Team Coaching through the lens of Neuroscience, Learning and Experiential Approaches.

Week #3 - The Science behind building trust, safety and connection (as well as how to), as well as tapping into motivation and engagement factors.

Week #4 - Tools and Practices to Cultivate Creativity, Curiosity and Innovation.

Week #5 - Slowing Down to Speed up - Productivity and Well Being.

Week #6 - The Science and Practices around Working with Vision, Values, Action and Awareness.

Week #7 - Boosting Memorability, Change and Retention with Coaching in the Evolving Workspace - Digital, Analog, Hybrid.

This program also has a capstone project of being our RESIDENT Coach of the Week by digging into some of the science and doing a separate 20- minute video presentation on a neuroscience or experiential topic of their choice.



Reconnecting Workspaces Certified Coach Training (24 CCEs)

This program takes a deep dive into coaching teams around core elements of today's evolving workspace. Grounded in the belief that all team members require skills and can benefit from capacity development in core areas, this program explores twenty-one key areas team and group coaches may find themselves coaching around including:

- The Six Factors of High Performing Teams ™
- Time management and Personal Productivity
- Conflict Resolution
- Working Across Differences and Styles
- · Working as part of project teams
- Emotional Intelligence
- · Strengths-based Teamwork
- Relationship Development
- Collaboration
- Leadership and Teamwork practice for RESULTS and Relationships

At the end of this program, team members will be able to lead Reconnecting Workspaces programming, whether that includes shorter- or longer-term work.



Virtual Facilitation Essentials (8.5 CCEs)

Building the skills for supporting masterful virtual conversations is at the heart of any coaching engagement. The last few years have seen a massive shift for how coaching is offered. This program explores the best practices for engaging virtual conversations, and includes these five modules:

Week 1 - Virtual Facilitation Foundations

- Four Essential ingredients for virtual facilitation
- The range of virtual facilitation options
- Core Skills for Virtual Facilitation and how yours stack up

Week 2 - Approaches and Engagement Strategies for Effective Virtual Learning

- · Different virtual design options
- Foundations of engagement practical approaches for engagement
- · Core elements for Effective, and Engaging, Virtual Events

Week 3 – Building your Facilitation Toolkit

Whether you are leading meetings, webinars or other virtual events, having a robust toolkit to draw up upon is key. This session introduces you to more than 12 virtual facilitation approaches – from openers, to closers to goal setting and accountability in the virtual space.

Week 4 - Exploring the Technologies

- Exploring breakouts and technology issues
- · Core logistical issues to consider
- · Different roles in a virtual event
- Evaluating virtual events

Week 5 - Tricky Issues and open space for additional topics

In week five we explore common tricky issues around technology, design and participant issues, along with how to mitigate against them.



Coaching Business Builder and the Coaching Biz Growth Lab (CBGL)

Building a successful group and Team Coaching Business takes time. Aligned with Britton's Coaching Business Builder, and PlanDoTrack Workbook Planners, Daily Steps + Consistent Action = Momentum.

The Coaching Biz Growth Lab has been meeting bi-weekly for annual conversations since 2018. As a pathway student in the 125 hour stream you will be invited to join the group for six months of these calls. You'll also have several core assignments geared to support you in growing your team coaching business.

Throughout this program we will be working on developing the foundations of your team coaching business. This includes on-demand modules around:

- Develop our hone your offer as a group or team coach
- Your Business Case for Team Coaching
- Identifying your own origin story of why it's important to coach many
- Your personal philosophy and brand around this work
- Building Out Your Pitch Deck
- Stepping into the Den with your own business presentation

Module #1 - Develop, or hone, your offer as a team coach

- Zoom into problem you solve so you can quickly and crisply communicate this to decision makers.
- Develop a 360 view of the clients you want to serve through avatar mapping
- Identify what type(s) of services you can provide for teams and organizations

Module #2 - Boost Your Design Elements

- Explore the core elements of great program design, for virtual and in-person, to support RESULTS and RELATIONSHIPS in the digital space.
- Consider the energy you want to create even BEFORE you meet them by clarifying your brand visuals, images, and icons
- Explore 10 principles of neuroscience you can incorporate in your virtual program designs, in order to boost engagement, memorability and action

Module #3 - Build Your Business Case and Brand

This week we'll be rolling up our sleeves and getting YOU to think about your business case and brand:

- Zooming into your Origin Story Why are you in the business of team coaching?
- What is your philosophy around team coaching?
- What is UNIQUE about your offer, and how can that stand out?
- What case studies or stories can you share about past successes to illustrate your unique process

Module #4 - Build Your Business Case including business proposals

This week we'll be rolling up our sleeves and getting YOU to think about your business case, proposals and other business assets

- 6 questions to ask before you send a proposal off, so you know it is going to answer what decision makers want
- 4 areas to explore around measurement and evaluation so you can get decision makers thinking about ROI (Return on Investment)
- 3 key checklists for business proposals
- Starting your own boiler plate proposal template

Module #5 - Implementation and Accountability Partner Week

Build out your business assets. Whether it's a one pager, pitch deck or a proposal template, this week you'll be taking action and sharing your drafts with each other.

Module #6- Masterful Delivery in the Virtual Space

Want to make sure that your virtual sessions DO Stand Out Virtually?

We'll go behind the curtain to exceptional virtual facilitation (Which you may have seen in action during one of Jennifer's Challenges). We'll talk about:

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- Tips and Pitfalls for Masterful Virtual Delivery (regardless of platform) so you magnify what works and minimize what doesn't.
- The Perfect Call Formula 4 core elements needed every 7-10 minutes to jazz calls up
- The virtual levers for engagement to bring all voices and styles into the room
- Core components of great virtual events

Module #7 - Implementation and Accountability Partner Week

This week you continue work on your pitch decks and preparation for the business lab presentations.

Module #8 - Business Lab Presentations

Ready to meet with your key stakeholders? This week you will be bringing a business presentation to the group and will receive feedback on your presentation which could include your business case for team coaching, your branding, a sample proposal or other.

Module #9 - Integration

Get ready to wrap it up with our special integration call, that will create a capstone to your experience!



IN PERSON TRAINING (In House or North of Toronto, CANADA)

In addition to virtual sessions any of our courses in the program can be brought in-house, generally for a two-day period of time, as well as delivered virtually for your groups of 6 – 15 coaches.

Once or twice a year we lead programming in the north end of the Toronto area including:

- Coaching Business Incubator
- Group and Team Coaching Intensive
- 1.5-day offerings of ACTIVATE Your Group and Team Coaching Superpowers, Coaching Diverse Teams or the Neuroscience of Team Coaching.



Coaching Supervision

Developing a pause and space for reflective practice is an integral part of the development of a team coach. With this in mind, the ongoing development and resourcing of a team coach includes ongoing involvement in coaching supervision.

Whether undertaken individually or in the collaborative learning space of a group, coaching supervision focuses on the 3 layers of supervision

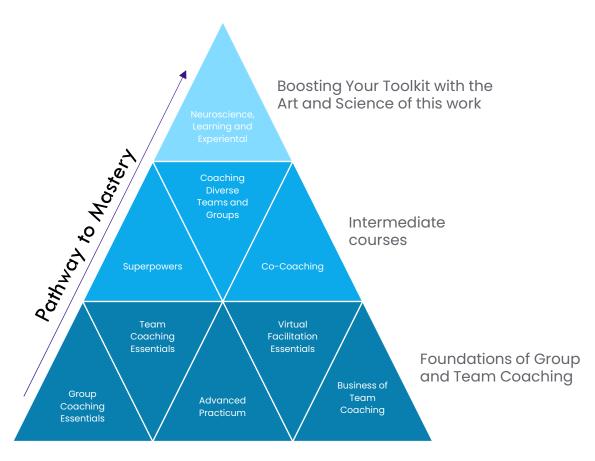
- Development as a Coach (Developmental)
- Becoming a Bold Coach (Normative)
- Restoring as a Coach (Restorative)

Coaching Supervision is typically a once-a-month meeting, and while only 5 hours are required for ICF credentialing, ongoing coaching supervision for team coaches is recommended for team coaches continuing to serve and perform at their best while exploring the multi-faceted layers of complexity and learning of team coaching.

We offer several different time windows throughout the month for coaches to participate in a group of their choice.

Touchpoints with the Team Coaching Competencies:

Core Competency	Core Courses	Selected Topics
Competency #1 Demonstrates Ethical Practice	Mostly explored in Group Coaching Essentials and Team Coaching Essentials	 Distinctions with coaching, facilitation and training Exploring the Triad of Trust, Safety and Connection – Understanding the Team Coaching Process The Group Coaching Continuum from From one to Many is Explored which looks at the differences between team coaching, group coaching and facilitation.
Competency #2 Coaching Mindset	 Coaching Diverse Teams and Groups ACTIVATING Your Coaching Superpowers 	 Distinctions with coaching and facilitation Diversity Superpowers Ongoing learning and development – Neuroscience Coaching Supervision
Competency #3 Establishes and Maintains Agreements	All courses	 Team Coaching Contracting 101 Building out your business assets – The Incubator Team Assessments and Tools – Neuroscience, Coaching Diverse Teams Team Effectiveness
Competency #4 Cultivates Trust and Safety	 Neuroscience Learning and Experiential Approaches Virtual Facilitation Essentials Reconnecting Workspaces 	 TRIAD Virtual Facilitation Essentials Trust Conflict Coaching Diverse Work Styles Co-Coaching
Competency #5 Maintains Presence	Superpower programCo-Coaching Essentials	 Developing your range as a coach Identifying your unique presence Working with self as instrument Considering what your clients and groups and teams need.
Competency #6 Listens Actively	All Courses – especially PRACTICUM, Coaching Diverse Teams and Groups N-LEA	 Coaching Diverse Teams – Questions Group and Team Development Business development – empathy mapping and Sweetspot Pre-calls
Competency #7 Evokes Awareness	 Neuroscience VFE Coaching diverse teams and groups, Activate 	 Coaching those areas "below the waterline" Values, Vision, Beliefs, Mindset, Assumptions, Perspectives.
Competency #8 Competency 8 – Facilitate Client Growth	N-LEAVirtual Facilitation EssentialsCoaching Diverse Teams and Groups	 Building your Toolkit to work with a variety of different coaching clients Working with visuals, resources, visual facilitation





About Potentials Realized

Potentials Realized is an industry leader in the realm of Team and Group Coaching. Founded by author Jennifer Britton, Jennifer wrote the world's first book on group coaching, and in 2013, released From One to Many: Best Practices for Team and Group coaching, bringing into the coaching language the term "coaching many". We have been training coaches in group and team coaching since 2006, via the delivery of 5 to 6 week learning modules, which build upon one another to create a sequenced learning pathway.

We have led the field in offering "coaching many" programs, offering ICF-Continuing Coach Education for group coaching since 2006, and ICF-CCEs in Team Coaching Training since 2009.

To learn more about our programs and register please visit <u>GroupCoachingEssentials.ca</u>

Phone: 416.996.8326

Email: info@potentialsrealized.com

Group Coaches book a call at:

https://calendly.com/potentials-realized/group-coaching-essentials



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