

# Stand Out Virtually Year End Party Swag Bag

*Thanks for Joining Us!*

Resources to support you in further  
amplifying your skills, and message, in the  
virtual and remote space

*You're* IN THE  
RIGHT PLACE IF...



1. You are wanting to expand the impact of your work and message, virtually!
2. You're committed to ongoing learning, experimentation and growth in service of your clients.
3. You value community as a place to learn, be inspired and get roadtested resources.

STAND OUT VIRTUALLY.COM | GROUP COACHING ESSENTIALS  
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# Welcome

2020 was not what most of us expected. It was a year to rise to the challenges of work, life and health issues. For some it was a year to pivot. For others a year to double down on their message.

Here at Potentials Realized it was a year to further amplify our focus on expanding virtual conversations in the remote space to groups, teams and organizations.

The Virtual Facilitation Essentials program (8.5 CCEs) was rolled out to hundreds in one-day, five week and in-house sessions, and the core elements of our programming - Group Coaching Essentials and Advanced Group and Team Coaching Practicum became core learning pathways for new and experienced coaches. I'm looking forward to leading more of these sessions in 2021, especially as team coaching takes center stage.

In August I launched the Stand Out Virtually series of programs, which now consists of regular 5 day challenges, as well as the new 8 week Stand Out Virtually Incubator, providing professionals with a chance to take a deeper dive around their messages, branding and programming for virtual conversations.

In early 2021 I will be launching the Amplify Virtually Mastermind, a six month program which will include 2 x mastermind calls a month, as well as the chance to take a deeper dive with your learning with group learning and the option of some 1-1 time.


Facilitator Training for PlanDoTrack and Coaching Business Builder will also be held several times in 2021. Hope you can join us to continue the conversation and learning journey as you AMPLIFY your impact and conversations.

With best wishes,

Jennifer Britton

*Founder & CEO of Potentials Realized*

Group Coaching Essentials & Stand Out Virtually  
Jennifer Britton, 2020



# Holiday Party 2020 Overview

*Open up for these goodies!*

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## 01 YEAR END 2020 TRENDS

*I kicked off the party with my 17th annual group and team programs call, sharing key Elements from the 2020 world of groups and teams*

## 02 SPECIAL GUESTS

*I was joined by several guests during the event, many of whom have provided an additional resource for you. Some are included here and downloadable ones are found at <https://bit.ly/yearendparty20>*

## 03 NOW WHAT? 2021

*What are some of the possibilities for 2021? Check them out.*

## 04 PLANNING QUESTIONS

*What is your vision for 2021? Spend some time focusing on your vision.*

# 2020 Trends for Group and Team Programs

VIRTUAL (INCLUDING LIVE CONVERSATION)



REMOTE

LEARNING CURVES



CONNECTION + ACTION AND AWARENESS

# Special Guests Incubator Alumni

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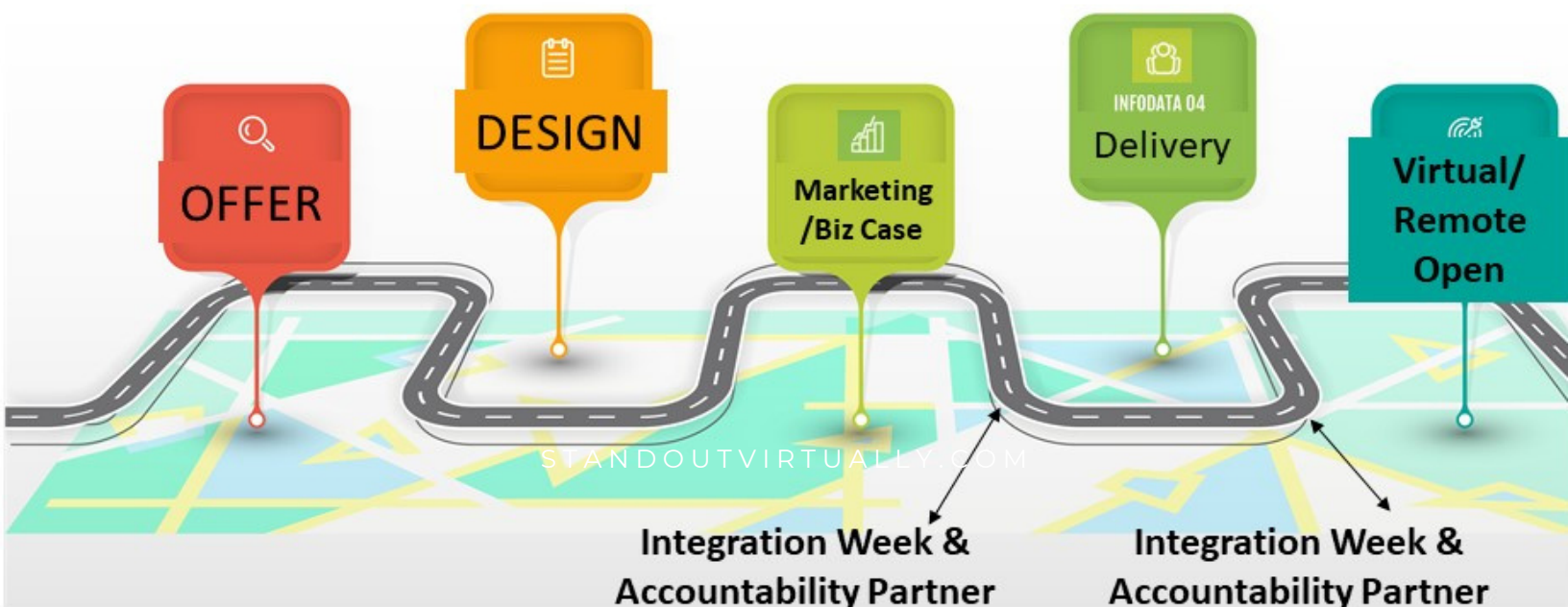
Kathy Vaughan - **The Kaliedescope view of team work.** This session appreciated the types of work that a team does, particularly where it is appropriate to collaborate (and then the why) and how to recognize the signs of over collaboration. Finally, the session will explore tips to start understanding where your team collective and the members are at.

Dr. Paola Fiore - **"Authenticity and Sustainability at the Core."** Paola spoke about from her different "hats" as a consultant, communicator, trainer, coach and advocate for sustainability. She will connect us with the message that being authentic and working for human and planetary sustainability is today the best and only way forward.

Lisa Hoashi - **"What Were the Opportunities in 2020?"** There is opportunity in crisis, the saying goes. This year, we definitely had the crises, so what were the opportunities? Lisa Hoashi shares her observations working remotely with individuals and teams as a coach and entrepreneur – and invites session participants to reflect on the opportunities they also discovered in this strange, difficult year, and how they might build on them in the year to come

Luisa Ferrario: **SURVIVAL TIPS FOR REMOTE LEADERS: how to unlock and achieve impactful conversations** In this session, Luisa Ferrario explored what remote leaders (and professionals) can do to both unlock AND achieve impactful conversations.

Visit the webpage for downloads and other resources from them at  
[GroupCoachingEssentials.ca/holidayparty20](https://GroupCoachingEssentials.ca/holidayparty20)



# From Michelle Bastock - PlanDoTrack Facilitator

## *Coaching Supervision*

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Coach supervision provides a forum for creating deep learning and reflection with an eye to results for you, and for your clients. Michelle has supported coaches from a variety of countries and contexts. Among the first accredited coach supervisors in North America, Michelle can help you to:

- foster deep reflection on action for use in action
- achieve meaningful learning that is focused, relevant and personalize
- build on your knowledge, skills, resourcefulness and confidence
- achieve greater insight into self and others
- renew your awareness of the kind of coach you are now and how you want to grow
- uncover blind spots and learning edges
- increase your ethical awareness and actions in the context of challenging situations within client contexts

Email address: [coach@michellebastock.com](mailto:coach@michellebastock.com)

Website

**Link: supervision: <https://michellebastock.com/solutions/for-coaches-coach-supervision-and-coach-mentoring/>**

Michelle T. Bastock      Master Certified Coach – International Coaching Federation  
Accredited Coach Supervisor – Coaching Supervision Academy

Specific experience of coaching

Michelle is one of 7% of coaches who have achieved the Master Certified Coach designation from the International Coaching Federation.

Michelle has completed her accreditation as one of the first Canadian coach supervisors through the Coaching Supervision Academy.

Michelle has been focused on achieving effective learning and outcomes-based development with coaches, individuals and groups for the whole of her professional career.

Michelle is offering 50% discount on 2 coaching supervision calls for a total of \$200. Contact Michelle using the link above.



# From Michelle Mullins

## *Moving Your Passion Projects Forward in 2021*

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Michele joined us to talk about her role as a PlanDoTrack Facilitator. She shared her focus in supporting others as a coach in 2021 in Moving Your Passion Projects Forward.

Book her for a 30-Min Complimentary Conversation to talk about moving your passion projects forward in 2021!

Holiday Party Guests can go to:  
<https://www.michellemullinscoaching.com/virtualholidayparty.html>

OR you can book directly for the complimentary 30-min at this conversation calendar link  
<https://hello.dubsado.com/public/appointment-scheduler/5fdb71b39892324980470fac/schedule>

GROUPCOACHINGESSENTIALS.CA/HOLIDAYPARTY2020

## New Team Coaching Competencies

## Connection and Interactivity

Need for enhanced skills - what are your learning edges?  
Who can support you with your growth? Your community?





# Worksheet

## 2021 Vision

What are the major pieces of your work for 2021?

What resources do you need?

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



## Annual Vision – 12 Months From Now

Financial Goals	Client Goals
Product/Program Goals	Lifestyle and Health Goals
Marketing Goals	Projects
Other Goals	Other Goals

***"Daily Steps + Consistent Action = Momentum" (Jennifer Britton, PlanDoTrack)***

## Annual Goals

*Write them down*

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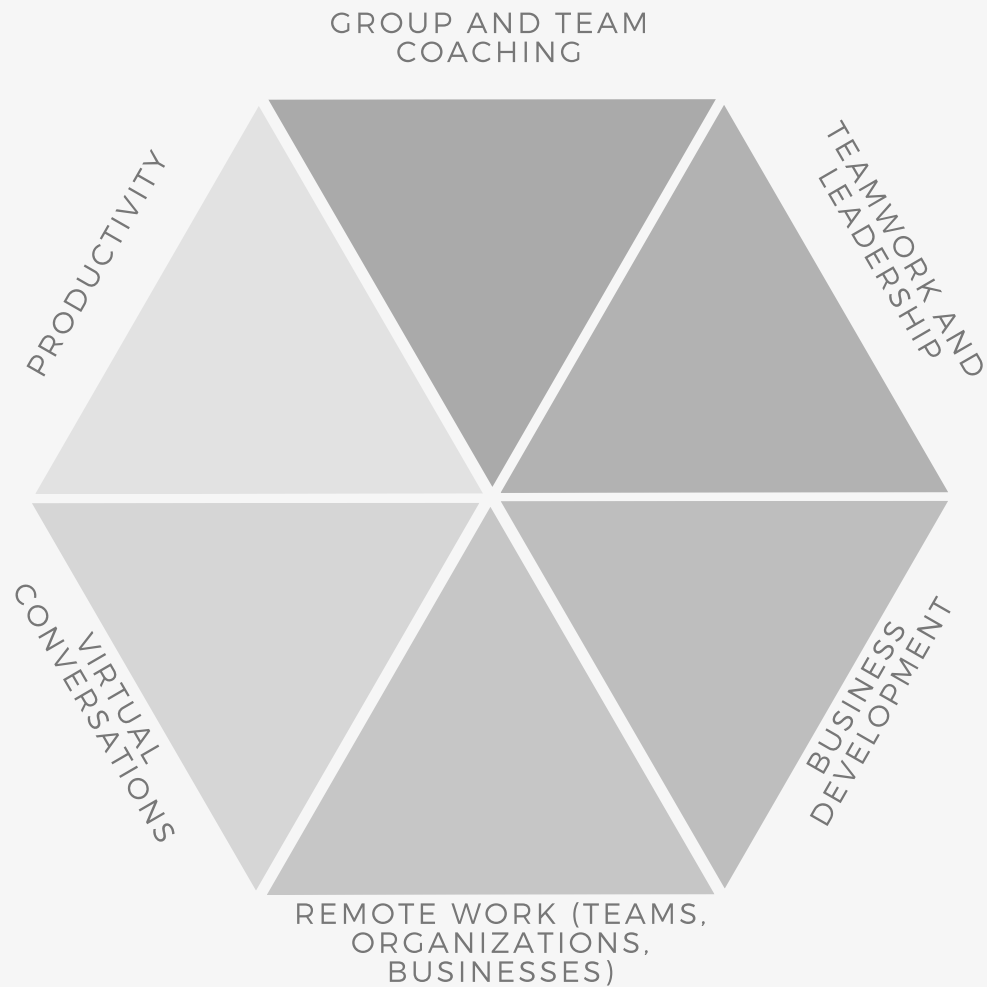
**What are you major goals in these key areas next year?**

For each one, make sure that it's not only SMART, but also EXCITING. As I shared in From One to Many: Best Practices for Team and Group Coaching, goals need to be SMART-E - also Exciting!

Make these visible and consider who you are going to be accountable to.

Consider joining us during 2021 for the planning sessions which will be part of the Amplify Virtually Mastermind (<http://bit.ly/amplifyvirtually>) or the Monthly Planning Sessions I will host for the Remote Pathways podcast community (<https://www.remotepathways.com/planning.html>).

# SIGNATURE *System*



***We believe that multiple skills are needed in order to thrive in the remote workspace. Here are some of the main areas we provide supports in.***

Jennifer Britton - 2021  
Group Coaching Essentials - Potentials Realized  
Stand Out Virtually

# 2021 Programs with Jennifer Britton

## MENTOR COACHING GROUPS AND COACHING SUPERVISION

Mentor Coaching Groups meet for a period of 10 hours over 3 months, meeting the ICF requirements for ACC and PCC. Jennifer also provides coaching supervision for group and team coaches.



## GROUP COACHING ESSENTIALS

The Flagship program that started it all. Join me to explore the best practices of designing, marketing and leading group coaching programming. 8.75 CCEs with the ICF. New groups start monthly. GEC celebrates 15 years in January 2021.

## ADVANCED GROUP AND TEAM COACHING PRACTICUM (10 CCEs)

Building onto the Essentials, this advanced program puts you behind the dashboard, leading a group or team coaching conversation. Benefit from invaluable feedback and the nudge to get your conversations into the world!



## VIRTUAL FACILITATION ESSENTIALS (8.5 CCEs)

Looking to amplify the impact and interactivity of your next virtual conversation? Whether you are designing and leading webinars, group coaching, or team coaching events, better virtual conversations are essential for impact, and relationships.

# 2021 Programs with Jennifer Britton



The Incubator Roadmap



## STAND OUT VIRTUALLY INCUBATOR (8 WEEKS)

For coaches and professionals who want to take a deeper dive into their messaging, programming and branding to help them stand out in the virtual space. Micro-learning modules, plus Monday and Friday calls provide focus and momentum for you to take action, and learn.

## AMPLIFY VIRTUALLY MASTERMIND

Starting in January 2021 the Amplify Virtually Mastermind will include 2 Mastermind calls a month, as well as learning modules, and coaching to move your virtual voice forward. Whether you are focusing on programs or products let's support you in Amplifying your voice ad message!

More at <https://bitly.com/amplifyvirtually>



## THE ANNUAL LAB PROGRAMS (FRIDAYS)

For those that want a budget friendly regular focus and accountability around your program and business goals, consider joining us for 2 calls a month at the :

Learning Lab and Design Studio where we explore group and team programs  
Coaching Biz Growth Lab - focused on helping you build out your business



# Final Thoughts

*Best wishes for the start of the new year!*

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Whether you joined me for one of the Stand Out Virtually Challenges, an ICF CCE approved program, or you are just meeting me, I look forward to continuing the conversation as you continue your journey.

I look forward to when our paths get to cross again, and hope that you will also recommend these resources, along with my books, to your colleagues.

2021 is going to be an exciting year with both TEAMS and VIRTUAL remaining center stage. Join me for paid programming as well as continued community events like the Challenges, and other specials.

Be sure to listen into the bi-weekly Remote Pathways podcast episodes on your favorite podcast player.

Be well, and continue doing great work!

Jennifer

Jennifer Britton, MES, CPCC, PCC, CHRL, CPT

Take A JOURNEY  
WITH ME →



Let's set up a time to talk -  
[jennifer@potentialsrealized.com](mailto:jennifer@potentialsrealized.com)





# MEET THE Author



Well known for her thought leadership in the areas of group and team coaching, Jennifer is the author of five business books. A sought after coach, consultant and speaker Jennifer's sweetspot is about creating engaging digital dialogue for enhanced results and relationships in the remote, online and virtual space. Three decades into her global career Jennifer supports high performing teams, businesses, coaches and organizations around key conversations to help them thrive. From leading strategic thinking workshops, to virtual train-the-trainers, team development, coaching skills training to business incubators - the common thread is excellence in the remote space.

*"It's all about the conversation"*

- Jennifer Britton



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GROUPCOACHINGESSENTIALS  
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