



# 6 Best Practices for Online Group Coaching

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For the Coaching Tools Company - November 2020

# Today's Focus

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Explore two essential elements to differentiate a group coaching experience, particularly if it's virtual or online;

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Two implementation tips for creating a WOW experience every time;

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3. Two essential ingredients for getting the word out about what you have to offer.



# Welcome to the World of Groups





What does group  
coaching look like  
for you?

**Digital**  
*delivery*

**Trust**  
*and*  
**Connection**

**Digital**  
*Dialogue*

**Learn**  
*always*

**Less**  
*Is*  
**More**

**Virtual**  
*first*

**Team**  
*Connections*

**Engage**  
*regularly*

*Strong*  
**Process**





**What's Different When Working Remote,  
Virtually or Online?**

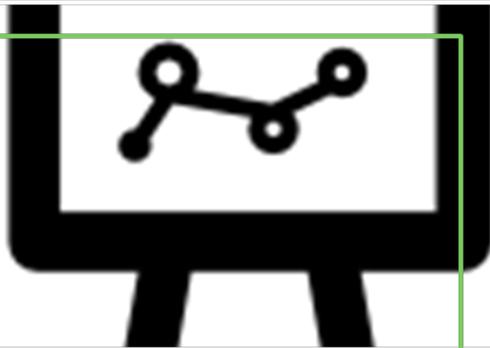
# Differentiating Group Coaching Essential Element #1



Goal Setting



Accountability



Action



Awareness

1



The ICEBERG from Coaching Business  
Builder and PlanDoTrack, ©Jennifer Britton,  
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### The Iceberg—Our Mindsets, Behaviors, and Results

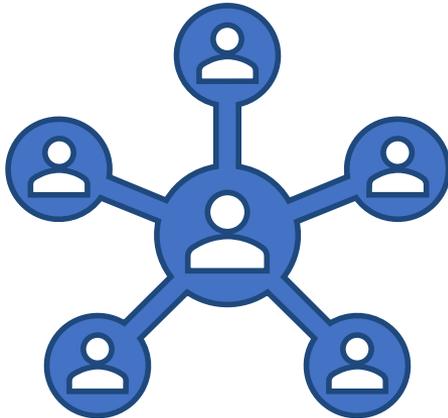


# Poll – Which areas below the waterline are most important for you to explore?

1. Mindsets
2. Habits
3. Perspectives
4. Assumptions
5. Beliefs
6. Values



# What makes group coaching different?



# Building Trust and Connection

EVC  
TIP #11

“It is when we have the trust, connection and safety present that we are able to move into the most important conversations for the moment.”

Effective Virtual Conversations,  
Britton



Check out Effective Virtual Conversations Tips every Monday at [Teams365](https://www.Teams365.com) blog at [PotentialsRealized.com](https://www.PotentialsRealized.com)

# Creating Safety



Connecting with each other and you.



Using language and word choice and approaches which are appropriate



Right Platform. Right context. Instructions.



Providing support materials for action (Job Aids, Discussion Guides).



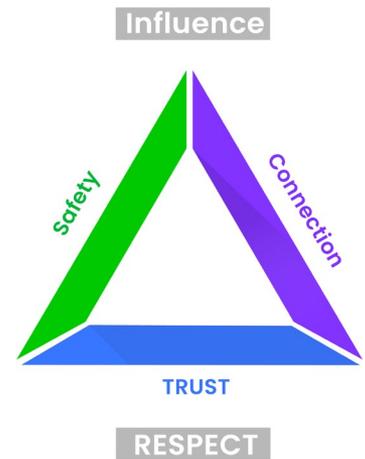
Now What? Connecting learning and conversations to the environment.



# Creating Safety Virtually

- Clarity in terms of the purpose of the call, what the call is for, end results and what is expected of them (input, interaction etc).
- Co-creating shared **Group or Team Agreements** or **Ways of Working**—how are we going to operate together?
- Hear from all voices - Providing an opportunity for all group members to voice concerns.
- Connecting with others in a deeper way. Connecting with you.

Excerpt: Effective Virtual Conversations,  
Britton, 2017



# Building Connection: Use the Tools

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## Breakouts

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## Video Streaming

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## Pre-calls

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## Buddies/Peer Partners

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## Introductions



# Building Trust

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Walk the talk

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Be fair

---

Provide clear communication

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Build on strengths

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Take ownership for what works and what doesn't

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Clarify expectations

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Connect people

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Confidentiality—a safe space to connect

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Clarify process—let people know what they can expect

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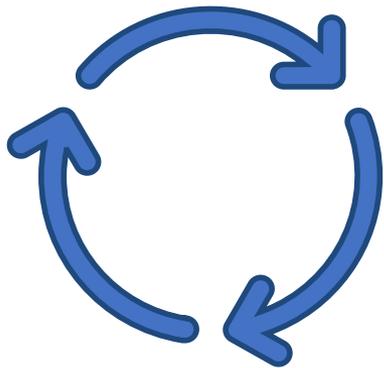
Set people up for success with pre-work and follow-up

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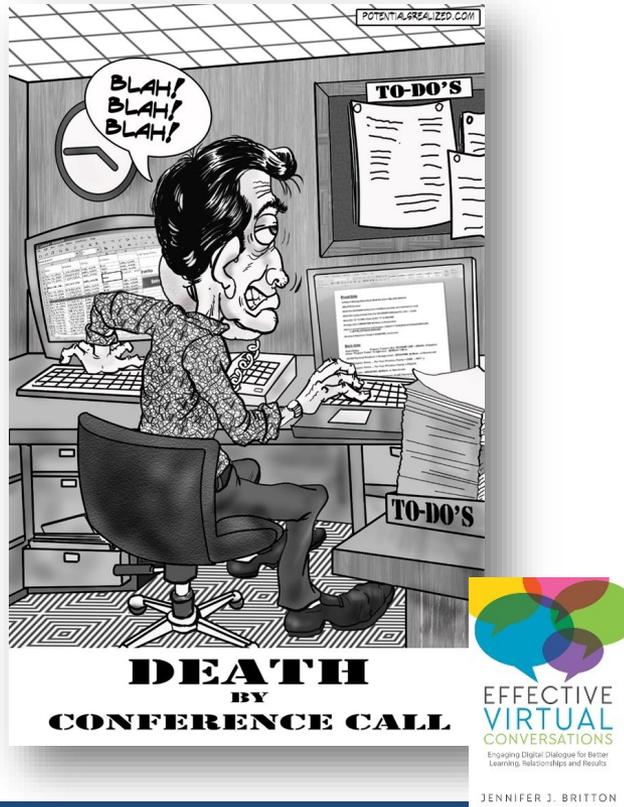
(Excerpt: Effective Virtual Conversations, 2017)

Poll – Which area do you want to put more attention around?

1. Trust
2. Safety
3. Connection



Implementation



From this.. To This

# Building Connection Virtually



Visuals



Roadmap



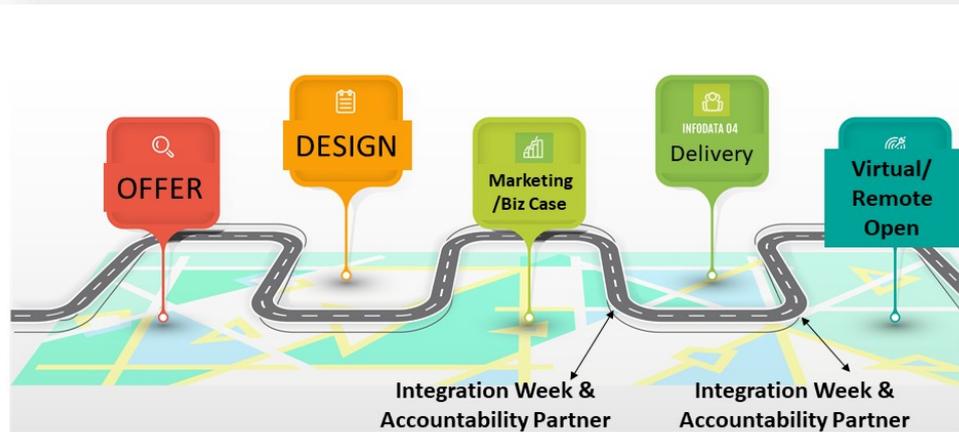
Anchors



Common Frameworks and Language



# Roadmap

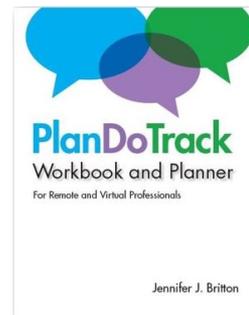


## The Incubator Roadmap



## For More on This Topic

- Effective Virtual Conversations Tips every Monday at the Teams365 blog at PotentialsRealized.com (EVC Tips)
- Download the Remote Working Whitepaper – When You Need to Get Up To Speed Quickly
- Pick up a copy of Effective Virtual Conversations from Jennifer J Britton at Amazon



# 8 Ways to Create WOW Calls

- WIIFM
- Quick Attention
- Silence
- Breakouts
- Visual Anchor Points
- Pulse checks
- Create Real-time
- Do it Now!

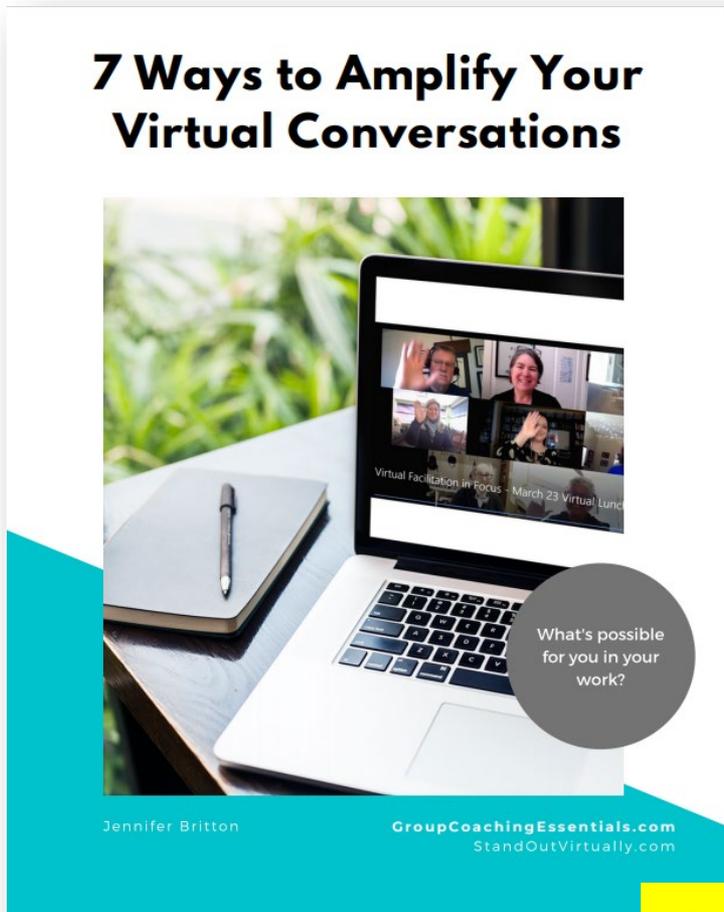
8 WAYS FOR YOU  
TO CREATE A **WOW!**  
VIRTUAL GROUP CALL

by Jennifer Britton  
MEd, CHRP, CPT, PCC

THE COACHING  
TOOLS COMPANY.COM



# A support you can download



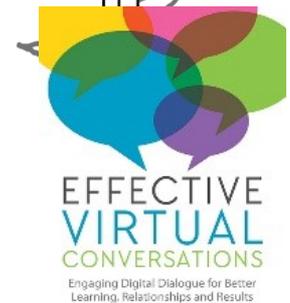
[www.groupcoachingessentials.ca/thanks.html](http://www.groupcoachingessentials.ca/thanks.html)



To This...



Source: Effective Virtual Conversations, 2017, Jennifer Britton



## 7 Remote Work Enablers



<http://bitly.com/remoteworkwhitepaper>

**What can you do to support these in your conversations?**

Source: Britton, Remote Working Whitepaper, 2020

# Pulse Check...





Vary Approaches -  
VAK



Preparation – 5 Ws

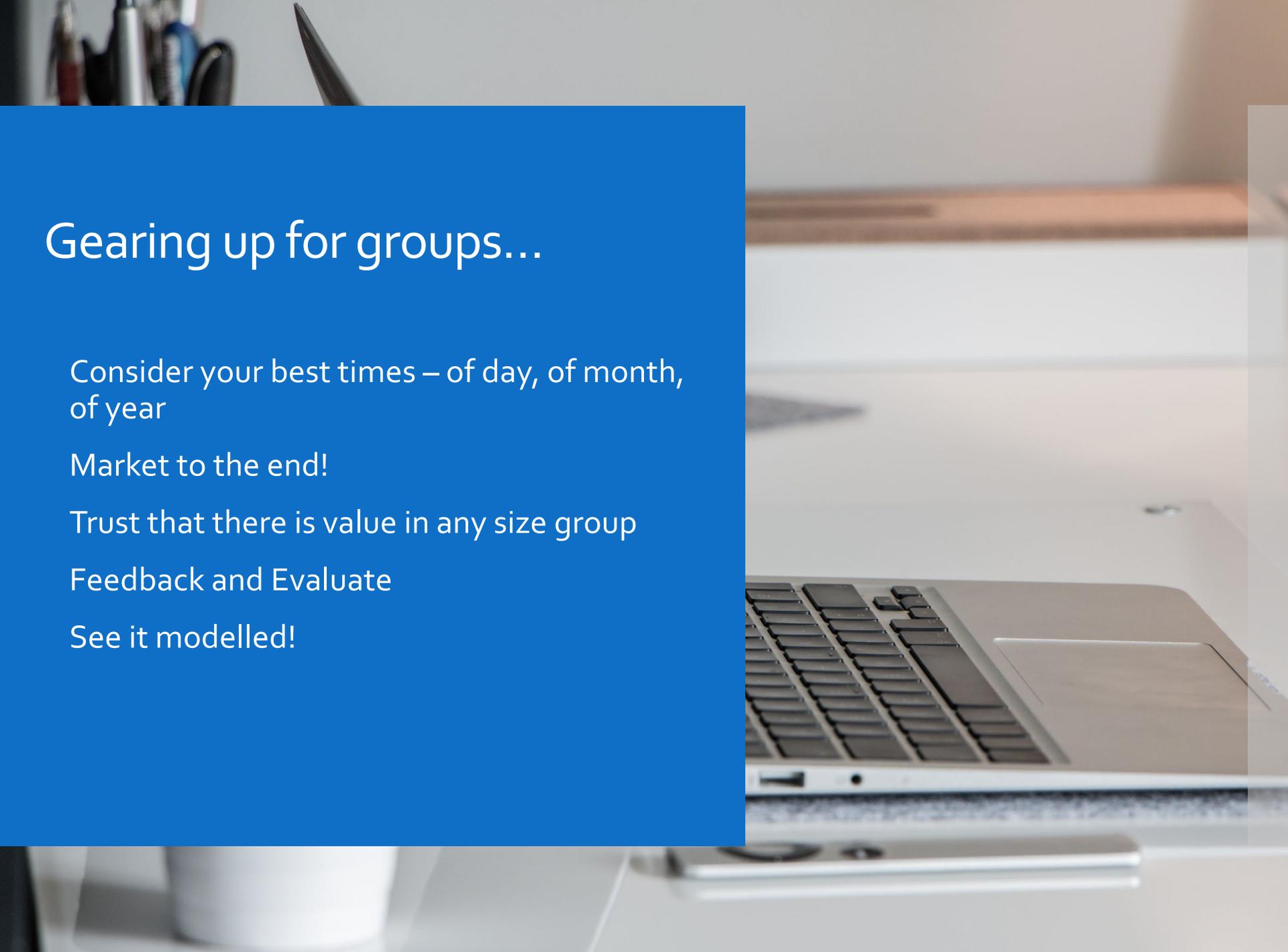


FOCUS



Follow-up

Implementation



## Gearing up for groups...

Consider your best times – of day, of month,  
of year

Market to the end!

Trust that there is value in any size group

Feedback and Evaluate

See it modelled!

# Best Practices for Filling Your Groups

What's going to attract or repel?





# Poll – What approaches do you want to incorporate?



1. Speaking
2. Blogging
3. Podcasting
4. Networking
5. Article Writing
6. Product Development
7. Lunch and Learns
8. Associations
9. Trade Shows and Conferences (Virtually!)



**CHALLENGES**



**TEXT BASED**



**CONSISTENCY**



**WHAT ELSE?**

2021 Trends...



**Stand Out Virtually**  
Corporate Edition

Challenges

# Marketing ideas





# REMOTE PATHWAYS

PODCAST

WITH JENNIFER BRITTON & MICHELLE MULLINS

**EPISODE 1**  
**WELCOME & INTRODUCTIONS**

A circular graphic containing six diverse cartoon business professionals. The characters are arranged in a loose circle, mirroring the style of the first image. They include a man in a suit, a woman in a blue dress, a man in a green jacket, a woman in a blue top and grey pants, a man in a dark suit, and a woman in a blue dress.

What do your  
clients want?



# Inclusivity

# Recap

Trust, Safety  
and  
Connection

8 Ways for  
WOW Calls

Differentiators

What do your  
clients want?

Marketing  
Trends

Remote  
Enablers



What is the one thing you want to make sure you are incorporating into your work?





Next Steps – 3 Bullet Points

# Resource List – for Follow up



Check out the Effective Virtual Conversations Tips each Monday at the Teams365 blog (<https://www.PotentialsRealized.com/teams-365-blog>):



Review the Effective Virtual Conversations Tips at [YouTube.com/EffectiveGroupCoach](https://www.youtube.com/EffectiveGroupCoach)



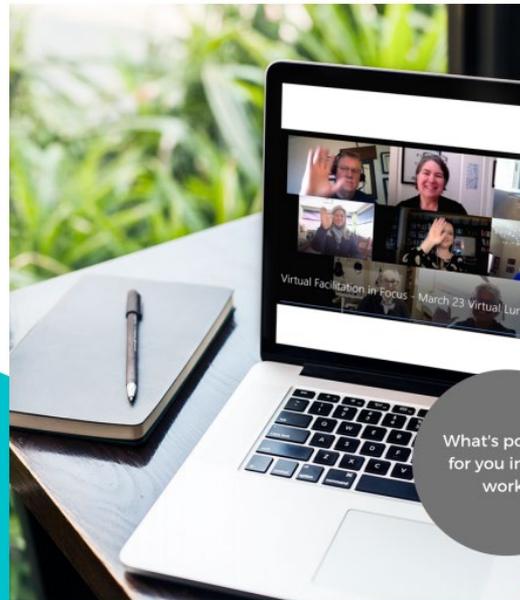
Chapter 9 – Effective Group Coaching



Connect online – Effective Group Coaching (FB); PlanDoTrack; LinkedIn

# A support you can download

## 7 Ways to Amplify Your Virtual Conversations



What's possible  
for you in your  
work?

Jennif

[www.groupcoachingessentials.ca/thanks.html](http://www.groupcoachingessentials.ca/thanks.html)



# Questions?

Feel free to reach out to me at  
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# Let's connect!



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Facebook – <https://www.facebook.com/EffectiveGroupCoaching>

Virtual and Remote Visionaries Hub - <https://www.facebook.com/groups/314116869730339/>

Linked In – Jennifer J Britton

Remote Pathways podcast – <https://www.RemotePathways.com> or on your favorite podcast player

Websites:

[www.GroupCoachingEssentials.ca](http://www.GroupCoachingEssentials.ca) | [www.From12many.com](http://www.From12many.com) | [www.StandOutVirtually.com](http://www.StandOutVirtually.com)

