

Group Coaching; Coaching as a Vehicle for Professional Development

Group Coaching continues to increase in popularity for coaches and clients alike. Grounded in core coaching competencies, group coaching brings the coaching conversation into a small group context. It is an intimate conversation space, focused on goal setting, deepening awareness around key issues, taking action, and accountability. For a group to be considered group coaching, the ICF (International Coaching Federation) has set the upper threshold group size at 15. Most groups are much smaller, particularly those in the virtual environment.

Over the past few years, coaches have continued to expand the boundaries of group coaching. Whether you are a coach designing your own programs for parents, small business owners, those exploring work-life issues, or you are working with groups in an organization, group coaching offers many benefits to coach and client alike. Group coaching is both a virtual and in-person modality. Many coaches and clients enjoy the connections formed virtually with other participants, who may be several time zones and countries away.

The Benefits of Group Coaching:

Group coaching clients benefit from the peer learning with others, commonly referred to as the collective wisdom of the group. This peer learning is often as important as the interaction with the coach. Many clients find the process "less on the spot", giving them more time to reflect and integrate their insights. Group coaching also offers a lower price point per person.

Organizations may find benefit due to the scalable nature of the process, opening up communication between silos or group members in different parts of the organization. Over time, these relationships create a valuable network across an organization. Group coaching can offer a training follow-on, creating an on-going accountability structure, and Etc. Group coaching is an on-going conversation, which supports change over time.

What does Group Coaching look like?

Group coaching can take many forms, given that it is driven and shaped by the various needs of different client groups. The group coaching conversation can feel "wide and broad" rather than the deep, deep dive of an individual coaching conversation. Any group can participate in group coaching. It is about having similar goals and looking to maximize the potential of the group; it can include team building and any other goals the group deems important. Here are just a few examples of group coaching:

Example #1: A group coaching program for female leaders exploring work life issues - ongoing in person corporate sessions over several months.

Example #2: Group coaching for new managers as follow-on to leadership training, with conversations occurring monthly over a year.

Example #3: A three month bi-weekly program offered virtually (by phone) for business owners, with a mix of small group and individual coaching calls.

As you can see, Group Coaching can be anything you want it to be. Give me a call to talk about your needs/wants; I will be happy to create your unique Group Coaching Program.