

Group Program Toolkit

From Jennifer Britton, Author of Effective Group Coaching (Wiley, 2010)

More than 33 templates and other digital resources to support you with your Group Programs – workshops, retreats, webinars. Tools you can use with your program development, delivery, marketing and systems.

Group Program Toolkit

Welcome to the Group Program Toolkit! This resource provides you with more than 25 different tools or templates to support you in your work with groups. The resources can be used for:

- 1. Workshops
- 2. Webinars
- 3. Teleclasses/teleseminars
- 4. Retreats
- 5. Group Coaching

As a group facilitator for the past 25 years I have learned the importance of not reinventing the wheel and building onto what others find works. It is with this spirit that I offer these resources up to you. I hope that you will find them useful in your work. You may find that you can use them as is, or you may wish to adapt them for the different audiences you work with. I found that it was time for a refresh of this earlier product, given that more facilitators are working virtually with groups.

Supporting the work of leaders, coaches, facilitators and trainers is a key focus of the work I do and the supports I offer through Potentials Realized and GroupCoachingEssentials.com. If there are other tools you are looking for, please let me know.

Enjoy the resource and I look forward to continuing the conversation with you through some of my social media links.

Best regards

of Both

Jennifer

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Author of Effective Group Coaching (Wiley, 2010)

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- 3. Group Coaching Client Assessment Knowing Your Audience
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- 6. The 80/20 Rule Need to know, Nice to Know, Where to Go
- 7. Co-Facilitation Questions

Section 2 – Systems

- 1. Keep it Simple Systems for Group Programs
- 2. In Person Group Program Preparation Checklist
- 3. Group Coaching Checklist
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- 5. Class List
- 6. Venue Selection Checklist
- 7. Sample Welcome Email

Section 3 – Program Resources

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- 2. Team Coaching 1-1s
- 3. Check In form (with virtual table option)
- 4. Evaluation short form
- 5. Team Evaluation
- 6. Sample Group Coaching Evaluation
- 7. Action Plan
- 8. Making Goals SMART-E
- 9. SWOT
- 10. Goals Obstacles, Threats
- 11. List of core items you will want to include in a facilitation kit
- 12. Post Program Checklist

Section 4 – Marketing

- Marketing Funnel
- 2. 33 Quick Ideas for Marketing

- 3. Top 50 Contact
- 4. Developing a Marketing Plan
- 5. Marketing Road Map
- 6. Pricing Worksheet
- 7. Promotional Strategy Worksheet

Section 5 – Resources

A selection of weblinks, audios and print based resources which coaches, trainers and facilitators will find useful in their work.

About Jennifer Britton

Jennifer is the author of Effective Group Coaching (Wiley, 2010) and has worked with groups and teams since 1987, when she began working with groups in Algonquin Park. The first twelve years of her career were spent as a Senior Leader and Director in the international development sector, with Canadian and British aid organizations and the United Nations. As a virtual team leader, Jennifer learned quickly to gather resources to support the work of her team. Given that there were no HR departments Jennifer continued to follow her passion initially started as an experiential educator in Algonquin Park, and as a trained facilitator from her grad work.

Jennifer has delivered programs in over 18 countries to teams and groups ranging from strategi c planning workshops with senior government officials, to focus groups with communities, businesses and some of Canada's Top 100 Employers, to intensive headquarter retreats and virtual training programs.

As a thought leader in the area of Group Coaching, Jennifer has been a pioneer in the profession of coaching, weaving together skills and information from facilitation, training and coaching. She has supported hundreds of coaches in the area group coaching through the Group Coaching Essentials teleseminar program, an ICF approved Continuing Coach Education Program. She also offers a two day in-person Group Coaching Intensive, and Mentor Coaching. She established Potentials Realized, a Canadian based performance improvement company in 2004.

A master practitioner herself, Jennifer has designed award winning mentor training programs, and has worked on numerous learning strategies, team development processes and leadership development work with organizations ranging from mining, education, health care, pharmaceuticals, government services, transportation and safety.

Jennifer holds numerous credentials as a Certified Human Resource Professional (CHRP), a Professional Certified Coach with the ICF, a Certified Performance Technologist with the International Society for Performance Improvement. She holds a Bachelor of Science in Psychology from McGill University (1992) and a Masters in Environmental Studies from York University (1995).

Passionate about education, Jennifer speaks regularly to organizations, professional associations and business schools about leadership, talent management, coaching and succession planning.

Supports and services available:

- Publications including **Effective Group Coaching** (Wiley, 2010), **Engaging Exercises for Teams** and **Groups Manual** (Self-Published, 2005)
- Individual, Team and Group Coaching Services
- Learning Strategy Development
- Facilitation services including focus groups, process facilitation and strategic planning
- Team Development support including retreats and team coaching
- Programs for License including the 90 Day Your Balanced Life Group Coaching Program and the
 90 Day BIzSuccess program