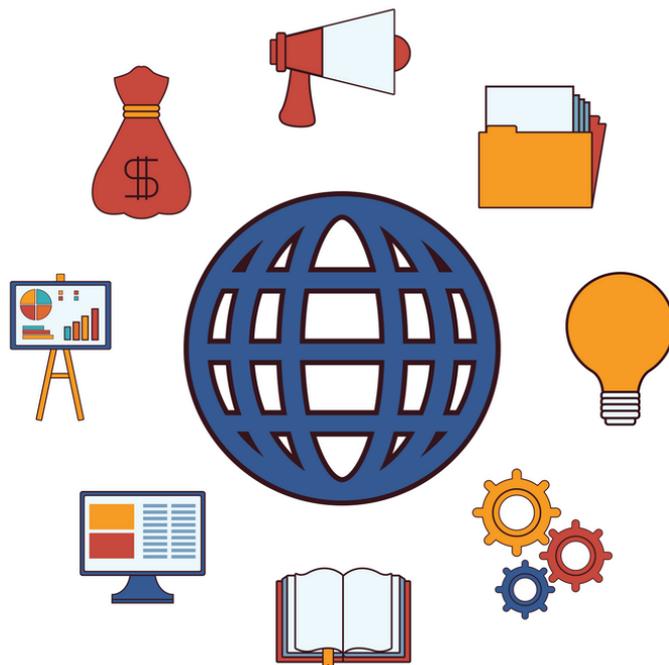


## Coaching Session Design

Once you have created your Coaching Model and Coaching Niche it is time to work out HOW you will actually deliver coaching to your target market. The first thing most new coaches think of is to set up one to one coaching sessions with their potential clients, and there is nothing wrong with this. The one to one model, however, has limited potential in terms of impacting your market (i.e. making a difference) and generating income (i.e. the degree of profit)

There are many things to consider when designing your coaching solution, including:

### Coaching Practice Design



**Your Clients** - what structure will work best?

**Your Market** - what else is on offer in your market?

**Your Skills** - what other skills can you bring to your coaching?

**Your Business Model** - how do you plan to generate income?

## Coaching Practice Design

Most coaches think about passion when they start their business because that's why they got into coaching. Coaches are incredibly passionate about what they do and the people they help through their coaching - and this is great! However you can think about your passion and be motivated by your passion, but at the end of the day, a business has to be profitable and if it's not profitable you can't keep working in your passion.

So in order to serve your market to the best of your ability, you really need to be thinking about profit from day one.

## The Sale

The first element of the business model is the sale. The sale is at the heart of every business. Every business makes a sale. They sell something to somebody but the way they do that it's very different. You could be selling two dollar items to millions of people or you could be selling houses worth seven hundred-eight hundred thousand dollars. You could be making the sell yourself or you could have a sales team. You could be making the sale online or you could be making the sale on the person. There are lots of different ways to actually make a sale. The business model is the way in which you make that sale. And the second part of this is the market.

## The Market

Every sale has a market, and the size and nature of that market influence the business model. So for example, if you are selling something worth of dollar but you're selling it to a million people then that's quite a good business model. Or if you are selling to only ten customers then you really need to be selling something worth at least a thousand dollars. So the market, the size of the market the spending behaviour of the market and the beliefs around buying and selling of the market, all these things affect which business model is suitable for your business.

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## Questions

Questions to think about here are:

- What do you plan to sell?
- What model will you use to sell it?
- Do you plan to sell a really cheap product for a lot of people?
- Do you plan to sell one on one?
- Do you plan to sell to groups? Perhaps your a buyer isn't an individual,
- What market will you serve?
- Will it be a small local market or a large international market?
- Will it be a personal market? Or will it be a corporate market?

## Coaching Session Design

Many of us come to coaching thinking in terms of coaching 1-on-1 either face to face or via telephone, video, text or other apps. Considering other creative and more flexible delivery options can not only get you coaching more often but offers you and your clients a variety of ways to deliver the benefits of coaching.

The internet has given rise to a myriad of affordable communication and learning approaches that make running coaching groups or workshops possible. And there is a growing market for coaches who can create and deliver good quality programs flexibly and creatively - allowing you to cater to a global community like the one you experience here at ICA.

Here are some ways to consider how you can offer your coaching sessions in addition or in lieu of 1-1 coaching:

### **Organizational Coaching**

Coaching can be instrumental in systemic transformation or culture shifts within an organization. It is frequently used to help organizations achieve their mission involving their strategic goals and leadership capability. The big picture needs to take on a guiding role, and the coaching is used to scale-up change across the company. This more expansive focus can be used in conjunction with 1 to 1 executive or leadership coaching.

### **Couples Coaching**

Couples Coaching is a variation of 1 to 1 coaching and can easily be blended with workshops and group coaching.

### **Group Coaching**

The support and synergy of a group create the foundation for tremendous learning, inspiration and accelerated personal growth. Each individual in the group contributes to greater levels of support, championing and offering accountability for each other.

### **Team Coaching**

Team coaching is a version of group coaching as it works much the same way but looks to accelerate team performance. The “team” could be one that is already established, newly created with the intention of long-term development, or a short-term project team.

All members of the team share a common goal and through team coaching, they can create innovative and ambitious action plans to achieve the outcomes that typically have a direct return on investment for the company. Team and group coaching groups can help build your coaching competency while offering participants a dynamic, well-rounded environment for deeper understanding and greater action opportunity.

### **Workshops and Seminars**

While these terms are often used interchangeably, a seminar is considered more of a traditional training session, with the majority of time spent in the presentation of material.

A workshop implies more time spent interactively in facilitated activities, where the participants generate some form of outcome (e.g. goals for the coming year, a strategy for dealing with client challenges, etc.) by the end of the session.

Workshops are more likely to get participants fully involved in the learning process: small and large group discussions, activities & exercises, opportunities to practice applying the concepts that are presented.

### **Conferences**

A conference or symposium is an opportunity to present and discuss a topic for personal or professional enrichment. A conference might include keynote speakers as well as feature panel discussions, round tables or workshops using any number of learning group approaches relative to the conference program.

### **Using the World Wide Web**

There are lots of way to deliver coaching online and many coaches offer a variety of delivery methods. Here are some methods to consider;

#### **Email and Text**

All you need to do coaching via email is an email address and perhaps a system or autoresponder service. An autoresponder can do some of the more mundane tasks such as sending out automated appointment confirmations. Client Management Systems (CMS) can also allow you to set up topics or homework for each week's session, for example.

#### **Video and Text**

Applications like Skype, Zoom, and YouTube allow you to make calls over the internet, you can use either voice or video for either one-on-one or group coaching. You can also send short written messages and record the session if that is useful. You can contact anyone anywhere in the world that's got a computer or Smartphone, and you can download the software for free.

When using YouTube, make sure to set the privacy to private so only those you invite can watch the video and it doesn't show up in the public listings on YouTube.

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Vimeo is like YouTube offering both a free and paid version.

### **Social Media**

Facebook Messaging can be used to coach via text or you can create a private coaching group for your clients to join and participate. At Hangouts.google.com you can make video calls, phone calls, and send messages as well across multiple platforms including PC, tablet and more.

### **Self Application**

1. Think about a group or team environment that you have worked in that has been effective. What structures were in place in this group?
2. Assessments like StrengthFinder can offer a better understanding of you as a 'leader' or facilitator of a group or team. What do you know about you as a result?
3. What topic are you an expert in or could speak easily on?
4. What do you need to run a successful workshop or seminar?