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Book Launchers founder Julie Broad wrote Self-Publish and Succeed: The No Boring Books Guide to Writing a Book That Sells. Email team@booklaunchers.com, say you were at this ICFLA event, and they'll send you a free copy.



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Building Your Group Program

A practical path from idea to pilot

Resource Development CCEs | 90 minutes

This session is designed for coaches who are considering, launching, refining, or relaunching a group coaching program. We will have one to two breakouts.

You will leave with:

- **A clear group-program concept** – A draft statement of who the group is for, the shared challenge that brings participants together, and the change the program supports.
- **A practical pilot-design roadmap** – A clear understanding of the core components to decide, including cohort criteria, session cadence, onboarding, agreements, participant experience, and closing, plus next-step actions to complete their own pilot design.
- **A low-tech delivery and improvement plan** – Practical ways to use familiar tools for intake, agreements, reflection, feedback, and measuring participant progress before, during, and after the program.

What we will build today

01

**A clear group-
program concept**

02

**A practical pilot-
design roadmap**

03

**A low-tech delivery
and improvement
plan**

First decision: what kind of experience are you creating?

Group coaching

Individuals with a shared context pursue their own goals. The group creates reflection, perspective, support, and accountability.

Team coaching

People work as one team toward a shared collective goal. The team itself is the client.

Training or a mastermind

Content delivery or advice-sharing may be useful, but should be named and designed intentionally.

Draft your group-program concept

Complete this sentence. Keep it specific enough to test.

I am creating a group for [who] who share [challenge/context], so they can [desired change].

Example: A group for first-time people managers navigating competing demands, so they can make clearer decisions and build confidence in how they lead.

Breakout: pressure-test the concept

Partner A: 4 minutes. Partner B: 4 minutes. Final 2 minutes: each name one refinement.

Share

- Read your concept statement.
- Name the assumption you are least sure about.

Ask only curious questions

- Who is this most for?
- What makes this challenge urgent or meaningful?
- What change would make the experience worth their time?

You do not need to build everything before you begin

Start with a coherent first version you can test and improve.

Clear audience

**Shared
challenge**

**Useful
experience**

Feedback loop

A pilot is a set of decisions, not a finished product

Cohort

Who belongs together? What shared context creates relevance and safety?

Structure

How many sessions, how often, and for how long?

Onboarding

How will participants understand expectations, coaching, confidentiality, and participation?

Experience

Where will reflection, peer conversation, coaching, action, and accountability happen?

Closing

How will participants reflect, acknowledge progress, and carry learning forward?

Choose tools that support the experience, not tools that create work

Intake

Email + simple form
Goals, expectations,
and fit

Agreements

Shared document or
slide
Confidentiality,
participation,
challenge, advice

Reflection

Email prompt, chat, or
shared doc
What did you notice?
What will you do?

Feedback

Three-question pulse
check
Value, learning,
adjustment

Design conversation so participants do the thinking

A simple session rhythm:

1

Focus

What matters most today?

2

Reflect

What are you noticing?

3

Explore

What questions open the issue?

4

Act

What will you try next?

Measure progress simply, then use what you learn

Beginning

Ask participants to rate themselves against the intended outcomes and name what they want from the experience.

During

Use a short reflection: What was useful? What are you trying? What would improve the next session?

End

Repeat the baseline questions. Invite reflection on progress, value, and what participants will carry forward.

Build your next-step roadmap

Choose one action in each column. Do not try to complete everything this week.

Clarify

Refine my audience, shared challenge, and desired change.

Decide

Choose the next pilot component I need to settle.

Test

Have a conversation, invite feedback, or run a small first version.

Share-out: one decision you will make next

Complete the sentence in chat or aloud:

“Before I build more, I need to decide _____. My next step is _____.”

Keep this question with you

What would make this experience worth showing up for, not just signing up for?

Build for the conversation, connection, insight, and action you want participants to experience.

UPCOMING EVENTS

IN PERSON

Central Coast
COACHING CAFE

Coaching cafes are for experienced coaches, new coaches, and the coach-curious!

August 19
2:00pm

Baby Bear Biscuits Southern Cafe
811 Froom Ranch Way Ste 130
San Luis Obispo



Facilitator:
Diana Ideus, MCC



VIRTUAL

ICF Los Angeles
Charter Chapter



Credentialing
Special Interest Group
#6 Listens Actively

Hosts:
Carly Anderson, MCC
Nina Rubin, PCC

August 20, 2:00pm PT
Virtual

Active Listening ICF Credential

IN PERSON

West San Fernando Valley
COACHING CAFE

Coaching cafes are for experienced coaches, new coaches, and the coach-curious!

August 21
11:30am

Game N' Grounds
21727 Devonshire St.
Chatsworth



Facilitators:
Jen Willson, PCC
Sarah Benator, JD





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We can't wait to chat with you!

Here's the link to the Volunteer webpage:
<https://www.icfla.org/volunteer-icfla/>



In order to claim the CCEs for this event:

After the event:

1. Go to your member **Dashboard** on the ICFLA website
2. Click **CCEs and other transactions**
3. Find today's event, complete the **event feedback form**
4. Click on the **quiz** and enter the **start and end codes** which I will provide to you during this event.

In order to receive the education units for today's event:

1. You must attend the entire event, AND
2. Record BOTH the start AND end codes I provided.

As an ICF chapter, we have an ethical responsibility to ensure continuing education units are only distributed to those who attend the entire event LIVE.