



# GROUP COACHING COMPETENCIES

## What's Needed?

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# Leveraging the Power of Collective Wisdom



LEVERAGING THE POWER OF COLLECTIVE WISDOM



## Today's Objectives

- 1 Identify the ICF Coaching Competencies that are needed
- 2 Introduce the PERFORM Model of Group Coaching

# An Affinity to Groups





# Group Coaching Anyone?



# The Coaching Community and Interest are Growing!!!



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# Creating a Shared Understanding

## The Coaching Community



### Coaching Community

- As a coaching community, we are still “evolving” in this area
- Often you find “team coaching” and “group coaching” used interchangeably



### Coaching Schools / Education

- Five years ago courses in Group Coaching were non – existent, now very few offer them
- Currently can find training conducted by individuals or offered as ad hoc

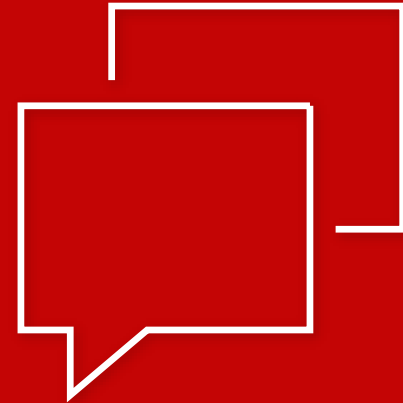


### Coaching Professionals

- Depending on exposure and experience, definition of group coaching varies among coaching professionals



**How do you define.....**



**“Group Coaching” and how is it different from team or peer coaching?**



# More than 1 Coaching...

A variation of each



**A**

Team Coaching can very easily become peer coaching and in some cases it strengthens team coaching by increasing loyalty and commitment.

**B**

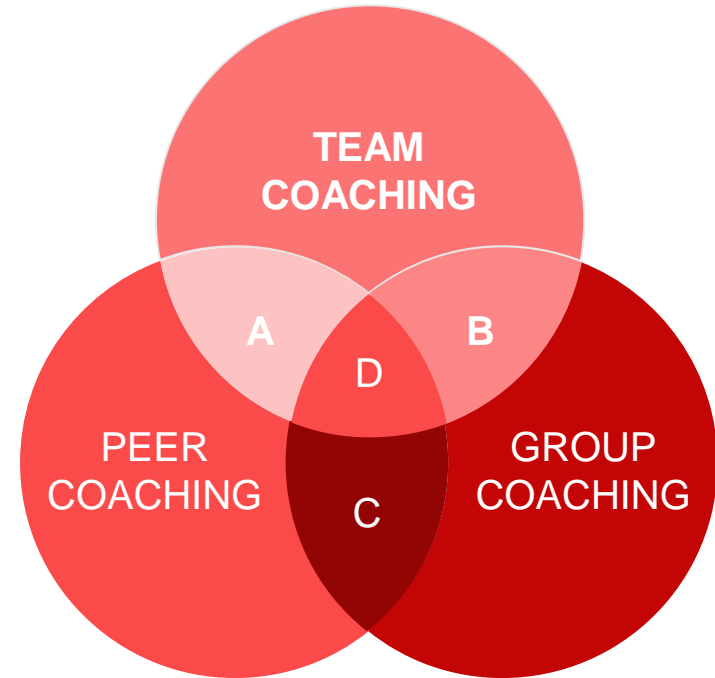
For some, Group Coaching may have originated in a Team Coaching experience.

**C**

Quite often during the course of being in a Group Coaching experience, Peer Coaching is a natural out berth Group Coaching.

**D**

Understanding the components of each allows the Coach to determine the right methodology for the Client.



# The Small Group....

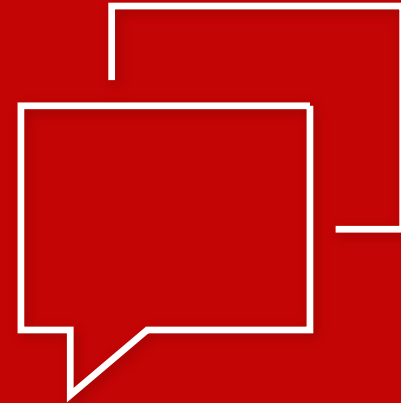


- Where intimacy and the voice of the individual is valued
- Where fear falls away and one can find relatedness to self and peers
- Many things in the world are changed by groups rather than by individuals working alone
- “The experience of all is richer than the experience of one” (Watson, 1928)





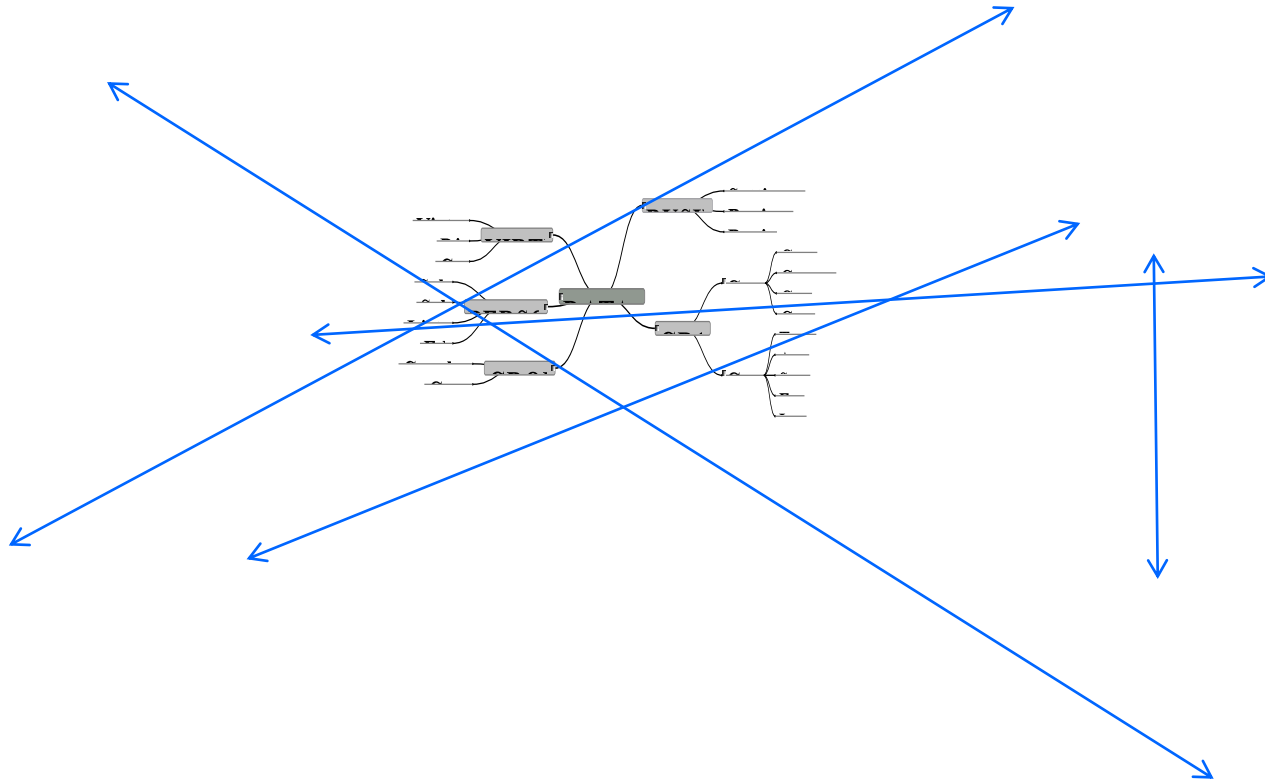
## Setting the context with Empirical Research



**This work is an out birth of 19 Groups – 21  
Participants – 400 Pages of Data.....**



# FIVE MAJOR THEMES – 22 SUB THEMES



# KEY TAKE – AWAYS



1 Group is not for everyone

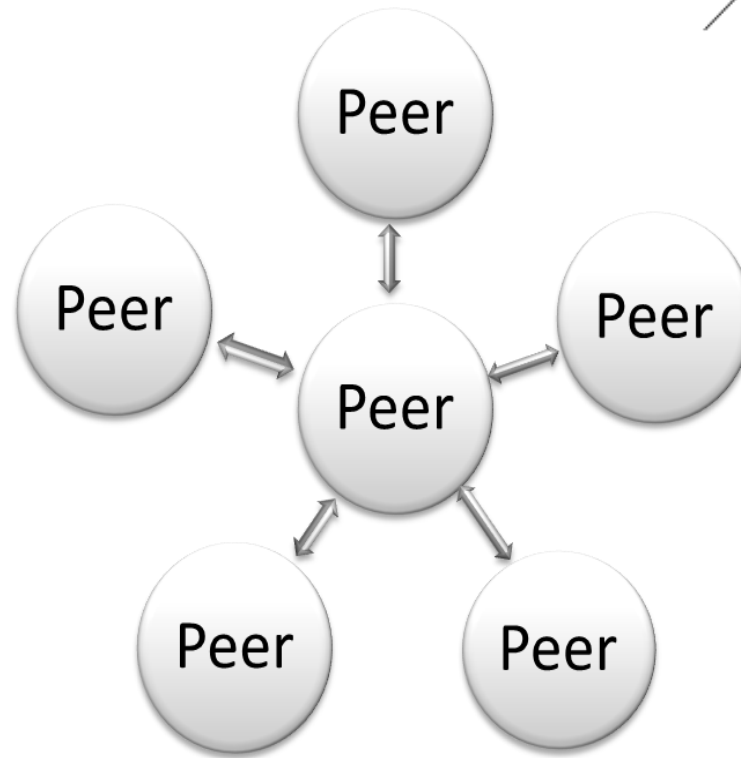
2 Group creates the momentum of the process

3 Facilitative in approach

4 Secret Sauce – Group Process

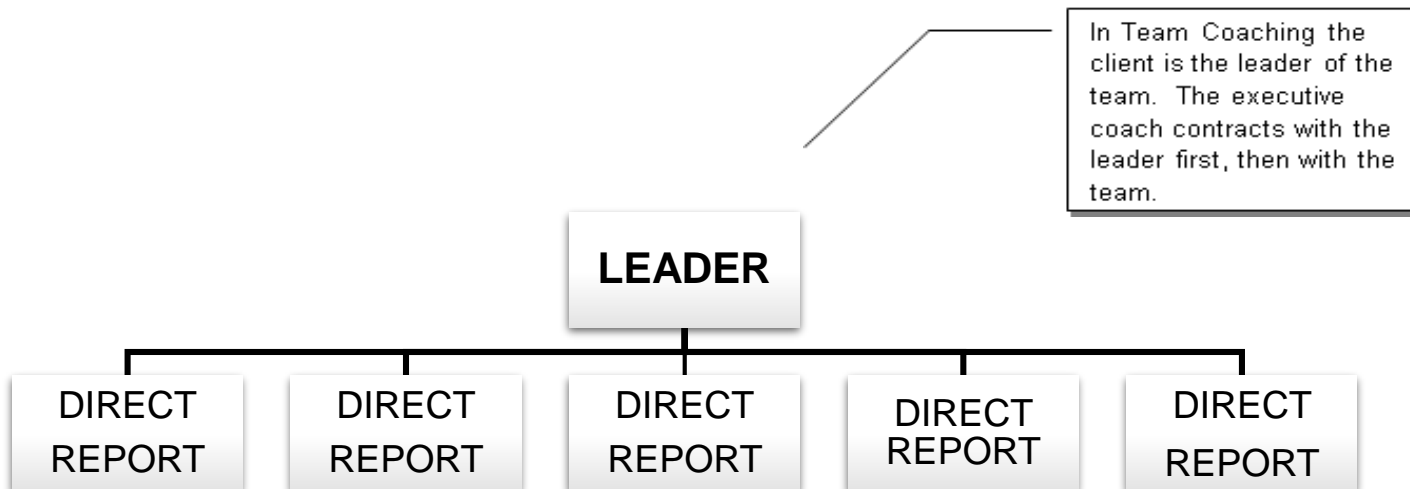
5 Skills of the Coach matter

# PEER COACHING

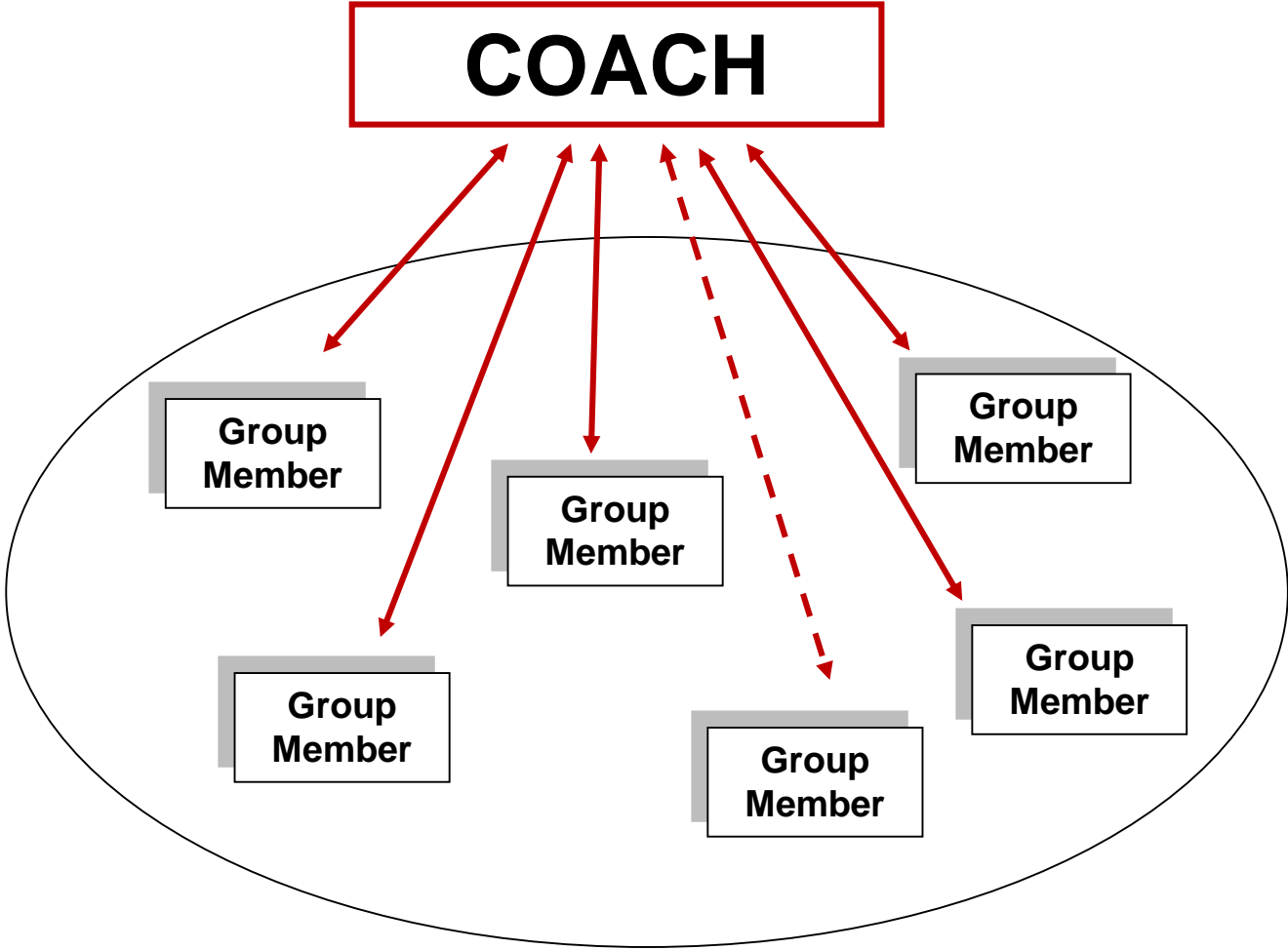


In Peer Coaching each member provides coaching, the executive coach or Organization Development Consultant guides the group as needed.

# TEAM COACHING



# Coaching in a Group





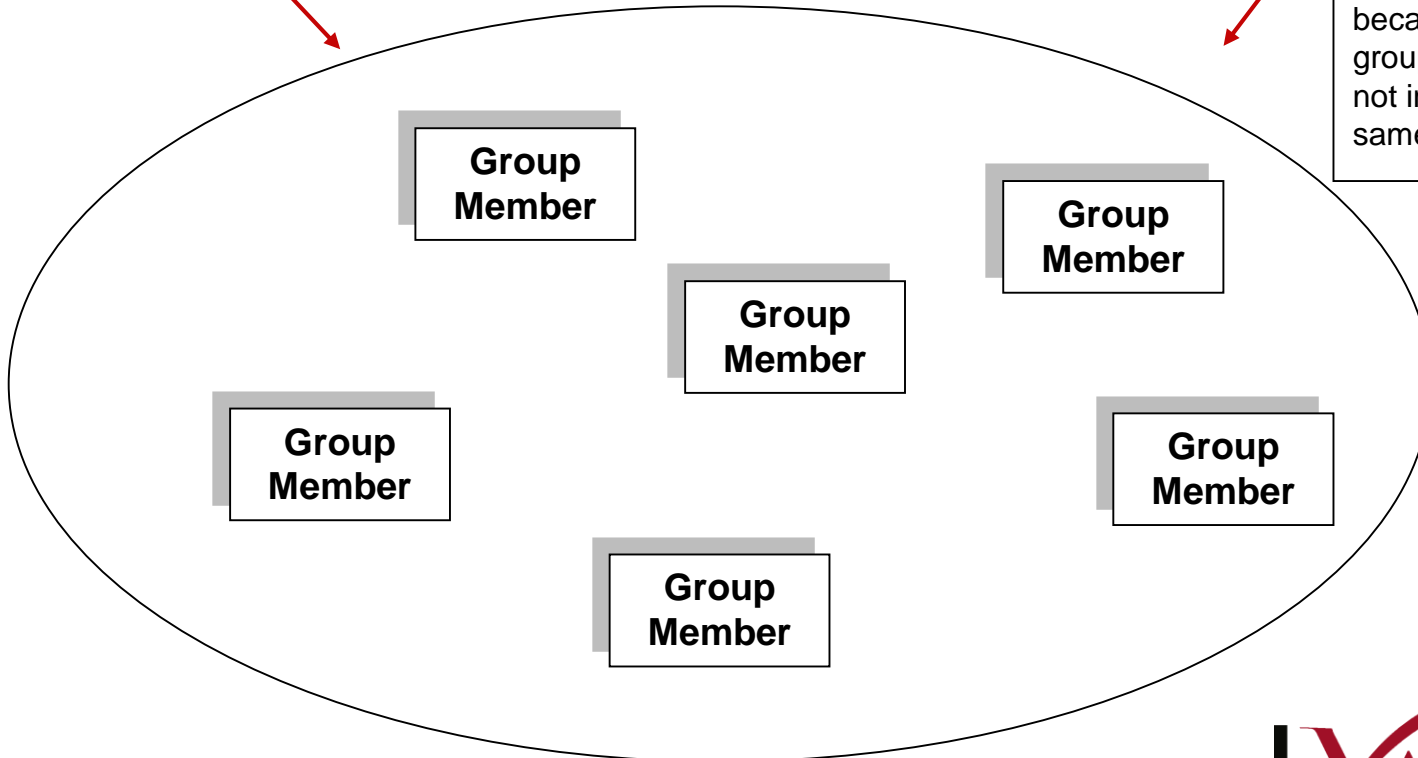
# “GROUP COACHING”



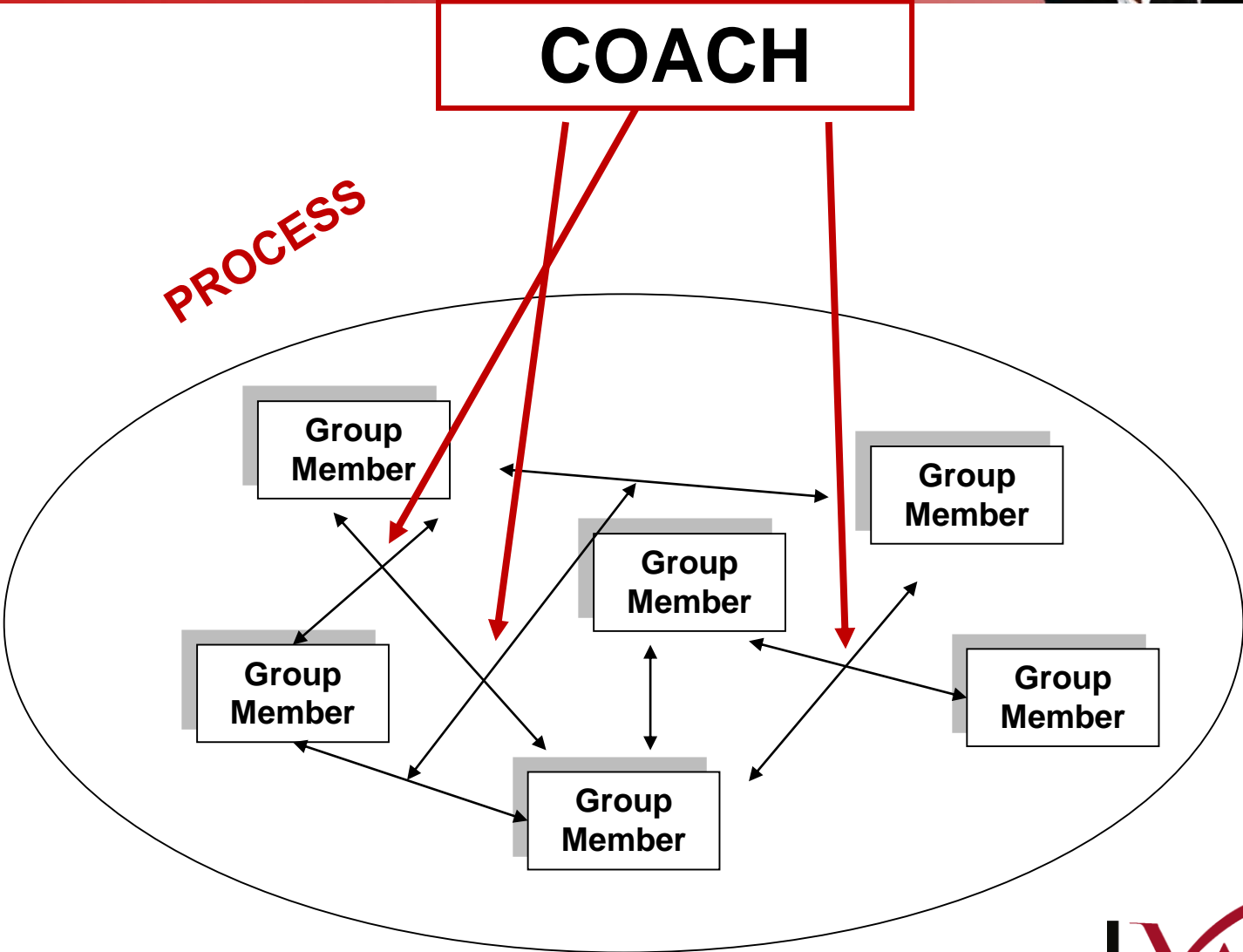
**COACH**

**PROCESS**

In Group Coaching the group is used as a vehicle to accomplish awareness and effectiveness within the individual. The coach acts as a *facilitator* of the process. This approach can be referred to as a horizontal approach because each individual in the group is at the same *level* and not inter-connected by the same leader.



# GROUP COACHING





**LEVERAGING THE POWER OF COLLECTIVE WISDOM**

# GROUP COACHING COMPETENCES



# GROUP COACHING COMPETENCIES



## Key Coaching Differentiators

### GROUP PROCESS UNDERSTANDING

- Understand what it is
- Identify when it exists
- Understanding of people's behavior in groups – group dynamics
- Stages of groups
- Communication patterns

### FACILITATION SKILLS

- “To make easier”
- Background in training helpful
- Understand the intersection of people and process
- Understanding the importance of silence
- Group interaction guidelines, i.e. group charter



LEVERAGING THE POWER OF COLLECTIVE WISDOM

# PERFORM MODEL™



- P** Participant selection – Comfortable working in a group
- E** Elements of Group Process – Coach education group dynamics and group cohesion
- R** Regular Cadence – a minimum of 3 to 6 month commitment with regular meetings
- F** Facilitation Skills – knowledge & training in facilitation
- O** Organization – Streamlining group logistics to be client – friendly
- R** Results Orientation – Understanding of ROI and how to achieve it
- M** Medium Interface – knowledgeable about different technological mediums matched with the needs of the group.

# VIRTUAL – THE NEW NORMAL



**The focus is on the process more so than the individuals within the groups**



**Utilizes the momentum of others as a vehicle for self-exploration and insight**

**Group Process: The means by which individuals interact, solve problems and make decisions**

# Group Coaching Examples



## Can be applicable in a variety of settings

- Job Transition
- Entrepreneurs
- Business Development
- Physician Leaders
- Life Coaching Topics:
  - Health-related
  - Parents of Teens
  - Relationship
- Those with a common challenge





# Organizational Impact



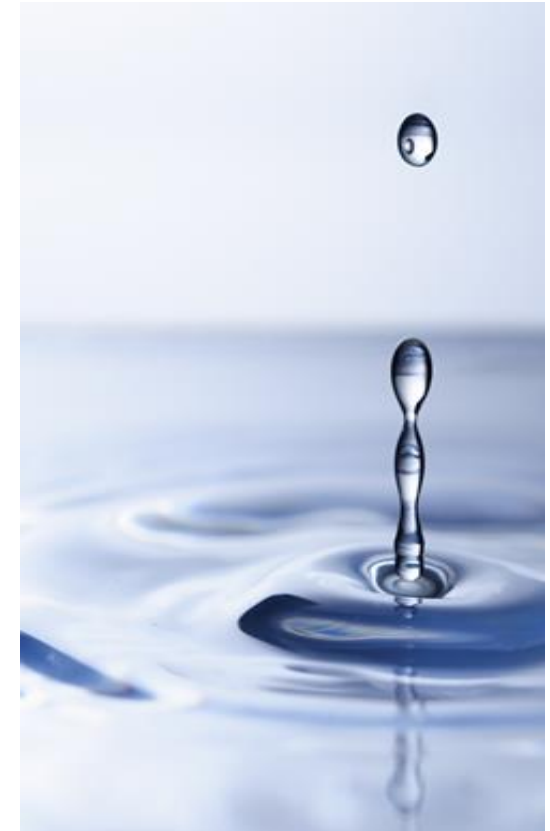
## The right approach can make all the difference

### Team Coaching

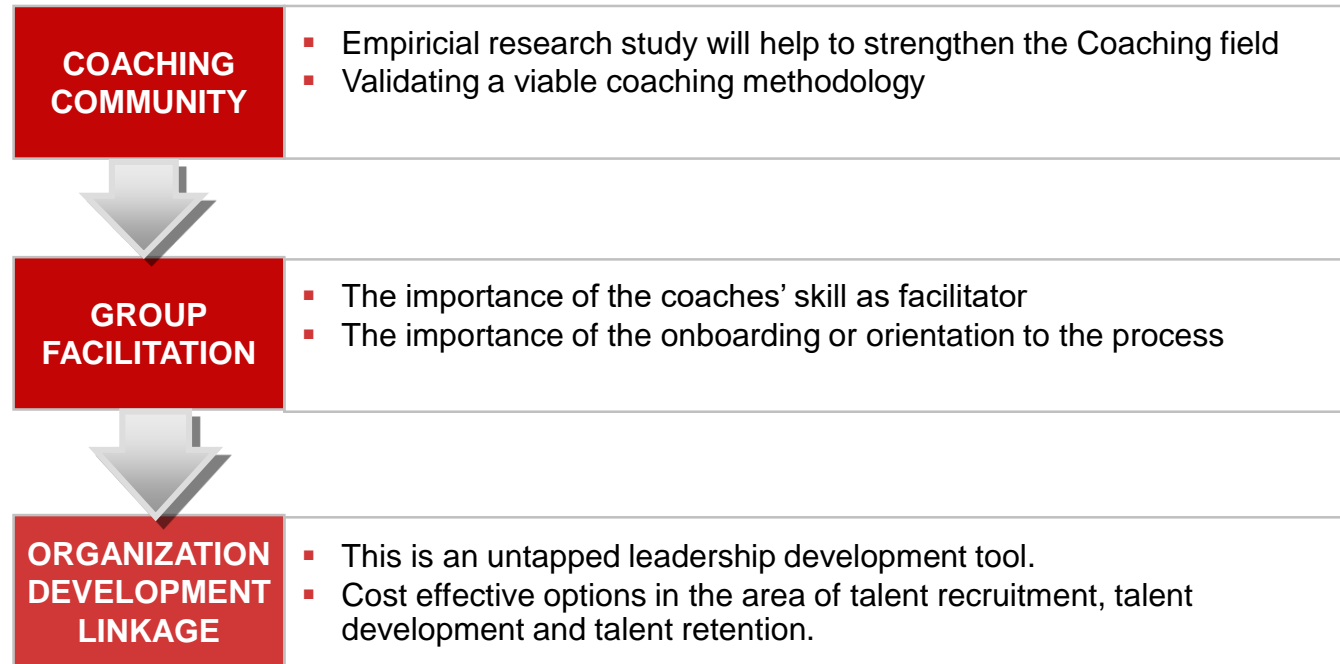
- Cost effective
- Talent Retention tool
- Increases company loyalty
- Increases productivity
- Increases connection with virtual teams

### Group Coaching

- Can work well within a holding company
- Creative development for executives
- Talent Retention Tool
- Networking as a by-product
- Creative way to increase synergies between business units

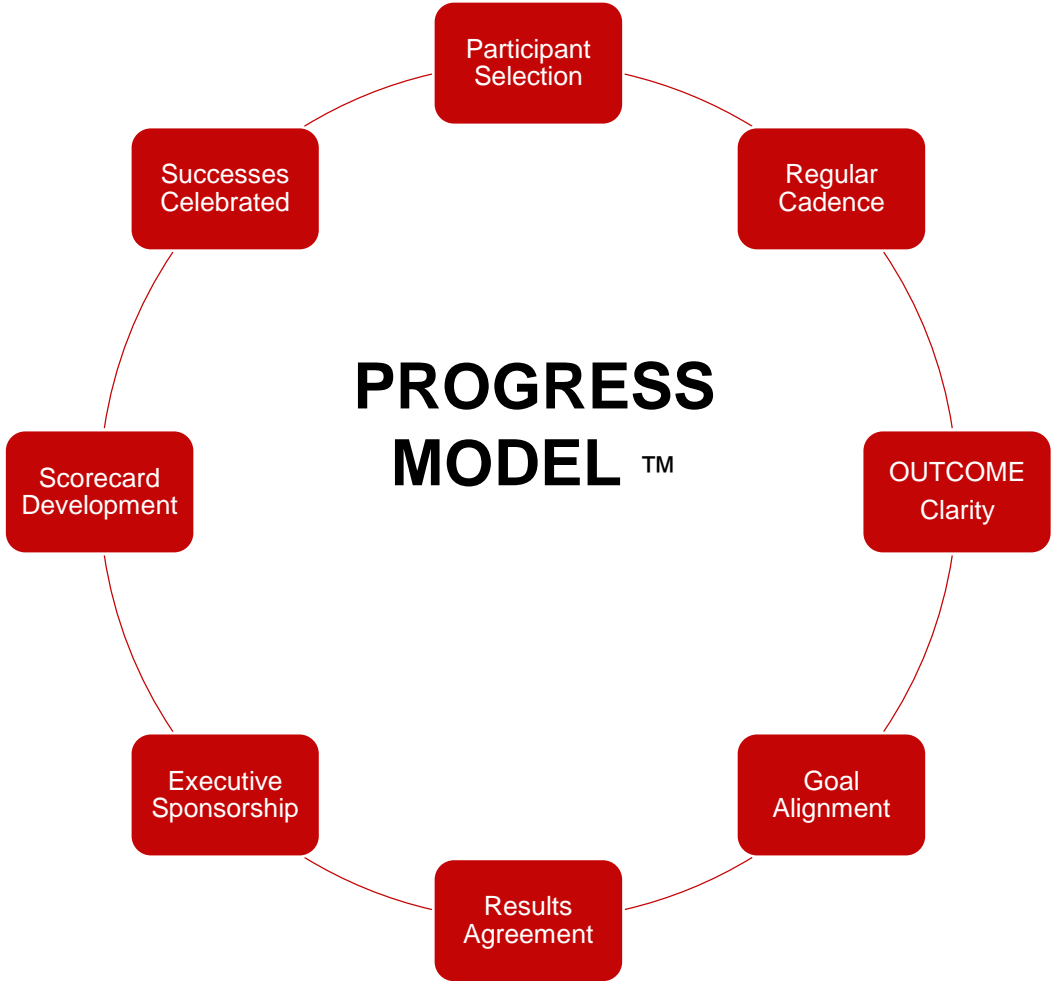


# Continuing the dialogue



GROUP  
COACHING  
COMPETENCES

# TEAM COACHING PROGRESS MODEL



# Market Applicability





# TEAM AND GROUP CERTIFICATION

- 1 Group Coaching Certification Course: June, July and September 2017
- 2 Team Coaching Certification Course: July and October 2017

# What Questions Do You Have?



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