



## *Your Coaching Workshop in a Box*

One of the easiest ways to give people the experience of what coaching can offer is with a simple workshop.

Though you can charge for this workshop, I would encourage you to either make it complimentary or hold it as a fundraiser for an organization you care about.

Whichever way you choose, if you do not charge for it you will still want to put a monetary value on it.

You might say, **"I am offering a workshop normally valued at \$197 at no cost or for a love donation for my favorite organization."**

There are three important elements to this workshop that will ensure it is effective in the way you would like it to be.

1. Choose a focus that ties in with your business and is easy for the general public to understand.
2. Market your workshop! Do the work of getting the word out and promoting the workshop. Advertise it with a compelling topic and great benefits.
3. Deliver a great experience with the promised results.

The marketing you do for your workshop in some ways is more important than the workshop itself!

I have promoted many of this type of workshop and had leads, consultations, and new business come from the promotion itself.

Many of these people were not interested in the workshop, but the message I delivered resonated with them.

Of course, you want to deliver a great experience and results.

You also want to leave them wanting more. Weave into the workshop references to clients who have had positive change using the very exercises and concepts you are using.



Keep the workshop simple.

It includes all the elements you will need for a 90 to 120 minute workshop.

You can use it exactly as is or add your own flavor - mix in things you love and take things out that don't resonate.

As you play with it, be sure that you understand the purpose of each element so you can fully use it for learning. Make adjustments by adding or subtracting in ways that keep true to the structure.

## **The Workshop Structure**

One easy way to structure a workshop is to use the Wheel of Life as a tool for participants to make goals.

Have participants label the areas in the wheel either with areas of life you offer them or have them choose their own.

### **Part One:**

Instruct participants to choose a goal in each area.

### **Part Two:**

Choose a number, 0 to 10, indicating how close or far they are in relation to accomplishing each goal.

### **Part Three:**

Ask them. "What is important to you about each goal?"

- This is a great place to talk about how coaching helps clients realize what is important and what is not.
- You might want to talk about how values work and ask them what values they want to honor in achieving their goals.



#### **Part Four:**

One set of questioning that can bring about a new understanding of goals is:

- Is there a goal that does not have resonance for them?
- Talk about how goals are often determined by shoulds, worries and limited beliefs.
- Help them differentiate the feeling of having a resonant goal from the feeling of having a dissonant goal.

Land this part of the workshop with these instructions:

Which goals are the most resonant?

Choose three that feel best, toward which you would like to move now.

#### **Part Five:**

You could do a short visualization or simply have them get quiet and close their eyes and imagine a future time when these three goals have been accomplished. Imagine that experience in detail.

#### **Part Six:**

End the workshop by having them choose one goal that they want to move toward right now.

Ask, "What's one small step you will take toward accomplishing this goal?"

Each person proclaims to the group their one small step. Make sure it's a small step, not medium or large ... small.

Have each participant step across a line with the commitment to take this one small step toward their goal

Thank them and offer a complimentary consultation to follow up on the step they chose.

- Have a card ready to hand out.
- Follow up within a week to check on everyone and offer the consultation. Do this by phone if possible!

Oh yes ... have fun with this one!!