

Getting Started as a Group Coach in Companies—this was my first group coaching experience and model that I used.

One of my favorite clients in 1997 was an executive in a financial services company. After coaching her for two years, her business had systems in place, she was delegating regularly, her employees were working as an effective team, and she had created time to take care of herself and enjoy her life. She always loved the business she was in; she was just frustrated that she had to work so hard without getting the results she felt capable of. After coaching, she was achieving at the highest level in her company.

She talked to me about what a great business financial service was for women and how many were leaving before they were there five years. She said I wish we could get coaching for women so that they could establish their businesses and create the life style that she had. We brainstormed about how we could get the company to sponsor coaching. The cost of providing individual coaching for advisors was not feasible for the company, so we talked about putting the women in groups.

She flew from Seattle to the home office of the Company in the Mid-West and did a power point before three key decision makers in the company and got the program approved. We did a year pilot program for women who had been in the business from three to five years. At the end of six months, I did a deliverable to the company with testimonials from the participants and a recap of their production numbers. The most important result was that none of the women who participated in the groups left the company.

The following year the program expanded to 10 groups. The price point for the groups was \$600 a month per group. Groups met twice a month for one-hour. Each group had from five to seven advisors as members. I coached groups in the company for five years, and the program continues on today with internal coaches leading the groups.

This program was the pilot for me and allowed me to get the experience and credibility in an industry and with group coaching. The price point has changed dramatically, but that opportunity gave me the launch that has allowed me to be extremely successful in my coaching business while giving me the flexibility to do other things I love.