

ICF CONVERGE

OCTOBER 23-25, 2025 • SAN DIEGO



GROUP COACHING -

Ensuring Impact, Inclusion & Adherence to Coaching Competencies

Enhance your group coaching impact through advanced techniques and practical tools aligned with ICF standards.

Your Speakers



Diana Urbina

VP of Executive Coaching and Consulting, Blanchard
Leadership Development



Andrea Ames

Client Experience Strategist, Exec. & Leadership
Coach, Idyll Point™ Group

SESSION OBJECTIVES

- Design group coaching engagements that adhere to coaching competencies
- Expedite psychological safety and belonging
- Understand three critical elements to ensure a group coaching experience
 - Aligns with ICF coaching ethics and practices
 - Has the impact of a 1:1 coaching experience
 - Delivers addition community and organization benefits

1. Enrollment

Setting up rules of engagement so participants prepare for a coaching experience.

Let's Practice

Competency: Embody a Coaching
Mindset: Mentally and emotionally
prepare for sessions

HANDOUT: Example Enrollment Communication

Modify the example communication to ensure it:

- Applies to your group coaching engagement (or one you imagine delivering)
- Establishes
 - what is and is not appropriate in the coaching relationship,
 - what is and is not being offered, and the responsibilities of the client and relevant stakeholders
 - guidelines and specific parameters of the coaching relationship such as ..confidentiality and inclusion of others

2. Design

Adhere to coaching competencies.

Use impactful questions to engage all participants.

Expedite psychological safety and belonging with
breakouts.

DESIGN ELEMENTS

A systems lens - the group is the client

Set Agreements

What is and isn't appropriate
What is and isn't being offered,
Responsibilities of the client (the group) and their stakeholders

Reach agreement about the guidelines and specific parameters of the coaching (e.g. confidentiality and inclusion of others)

Contract

Establish an overall coaching plan and goals

identify what they want to accomplish

define what they believe they need to address or resolve to achieve what they want to accomplish

define or reconfirm measures of success

Discussion

Powerful questioning using appreciative inquiry

Breakouts

Interviews

Group share

Wrap with actions and appreciation

Let's Practice

Create your own session design
working in pairs or small groups.

HANDOUT: Session Design

Modify the example session design (or
create your own) to ensure it:

- Applies to your group coaching session (or
one you imagine delivering)
- Meets the necessary coaching
competencies

3. Deliver

An artful blend of Coaching
and Facilitation

DELIVER ELEMENTS

A systems lens - the group is the client

Embody A Coaching Mindset

Maintaining a mindset that is open, curious, flexible and client-centered [in group settings].

Develop and maintains the ability to regulate one's emotions despite various personalities in the group

Manage Time & Focus

Partners with the client to manage the time and focus of the session

Continues coaching in the direction of the client's [group's] desired outcome unless the client [group] indicates otherwise

Cultivate Trust & Safety

Maintain a relationship of mutual respect and trust.

Partner with the client [the group members] to create a safe, supportive environment that allows the client to share freely

Key Takeaways

- Enrolling participants in a group coaching experience is critical
- Design group coaching experiences to integrate coaching competencies
- Successfully integrate facilitation approaches in partnership with coaching competencies for a successful delivery



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If you are interested in learning more find us at
Mike Hess Brewery @ 4:30-6:30 pm on Friday

THANK YOU



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