ICF Atlantic – Creating More Engaging, and Impactful, Virtual Conversations
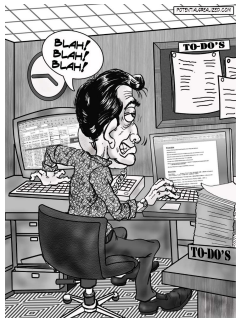**November 23 2017**

Jennifer Britton, PCC, CPCC
Potentials Realized | Group Coaching Essentials
Author of Effective Group Coaching (Wiley, 2010)
From One to Many: Best Practices for Team and Group Coaching (Jossey-Bass, 2013)
Effective Virtual Conversations (2017)

How much time have you spent in the last month working virtually?

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DEATH
BY
CONFERENCE CALL

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Overview of our Session

We'll be exploring:
- The **ecosystem** of different types of virtual conversations coaches may find themselves incorporating (some coaching, some not);
- **Core skills** to consider adding to your toolkit
- And a handful of **best practices** for creating more engaging virtual conversations
- You'll leave the session with some practical, and implementable ideas you can put into action in your own work

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Welcome and Introductions

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Current Trends

Group Coaching

- Global – Cross-cultural knowledge/understanding
- Virtual
- JIT
- Time Crunched

Team Coaching

- TEAMING
- Real-time engagements
- Meeting teams in time frames that work for them

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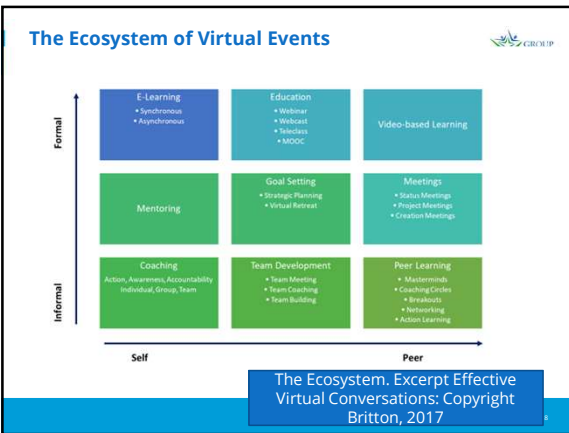**The Ecosystem of Virtual Conversations**

Excerpt: Effective Virtual Conversations

GROUP COACHING ESSENTIALS 2006-2016

The Ecosystem of Virtual Events

GROUP

Formal	E-Learning • Synchronous • Asynchronous	Education • Webinar • Webcast • Teleclass • MOOC	Video-based Learning
	Mentoring	Goal Setting • Strategic Planning • Virtual Retreat	Meetings • Status Meetings • Project Meetings • Creation Meetings
Informal	Coaching Action, Awareness, Accountability Individual, Group, Team	Team Development • Team Meeting • Team Coaching • Team Building	Peer Learning • Masterminds • Coaching Circles • Breakouts • Networking • Action Learning
	Self		**Peer**

The Ecosystem. Excerpt Effective Virtual Conversations: Copyright Britton, 2017

Core Skills

GROUP COACHING ESSENTIALS 2006-2016

The Four Cornerstones of Coaching

Goal Setting

Accountability

Action

Awareness

PAGE | 10

Core Skills

PAGE | 11

EVC Skills: Creating the Context

- Trust
- Safety
- Connection
- Process
- Expectations

Creating the Context

PAGE | 12

TRIAD of Essentials Elements

Trust, Connection and Safety

TRIAD OF VIRTUAL LEARNING

SAFETY

CONNECTION

TRUST

PAGE | 13

TRIAD of Essentials Elements

Trust, Connection and Safety

TRIAD OF VIRTUAL LEARNING

SAFETY

CONNECTION

TRUST

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Table Group Work

What are 4 things you can do to boost
TRUST, CONNECTION OR SAFETY?
(Each group will have a different focus)

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Building Connection Virtually

- Breakouts
- Video Streaming
- Pre-calls
- Buddies/Peer Partners
- Introductions

CONNECTION

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Creating Safety – Virtually!

- Clarity in terms of the purpose of the call, what the call is for, end results and what is expected of them (input, interaction etc).
- Co-creating shared **Group** or **Team Agreements** or **Ways of Working**—how are we going to operate together?
- Having a roadmap—knowing where you are going.
- Providing an opportunity for all group members to voice concerns.
- Connecting with others in a deeper way.
- Connecting with the facilitator or leader of the call.
- Using language and word choice and approaches which are appropriate for the conversation space.
- Using a platform that is appropriate for the context, and providing instructions on how to access it before the conversation if people are new to it.
- Providing materials which support the learner in moving forward (Job Aids, Discussion Guides).
- Connecting learning and conversations to those in the environment.

SAFETY

(Excerpt: Effective Virtual Conversations, Britton, 2017)

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TRIAD – TRUST, SAFETY and CONNECTION

Building Trust

- Walk the talk
- Be fair
- Provide clear communication
- Build on strengths
- Take ownership for what works and what doesn't
- Clarify expectations
- Connect people
- Confidentiality—a safe space to connect
- Clarify process—let people know what they can expect
- Set people up for success with pre-work and follow-up

TRUST

(Excerpt: Effective Virtual Conversations, 2017)

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EVC Skills - Process

Engagement:

- Creating the Focus
- Defining Success
- Selecting Tools
- Process
- Engagement

Refer to August 2017 Effective Virtual Conversation Call – 4 Ways to Move the Needles on Engagement

Process

EffectiveVirtualConversations.com PAGE | 19

EVC Skill Set - Communication

- Listening
- Inquiry and Reflecton
- Reading the Environment
- Questioning
- Pace & Pitch
- Clarity

Communication

EffectiveVirtualConversations.com PAGE | 20

EVC Skill Set - Tools

- Goal Setting
- Decision Making
- Prioritization
- Coaching
- Consensus Generatrion
- Problem Solving

Tools

Breakout – What's one of your favorite tools in your toolkit?

PAGE | 21

EVC Skill – Group Development

Adjourning

Performing

Norming

Storming

Forming

Tuckman's Model

- Building Trust
- Creating Connection
- Conflict
- Creating Consensus

Group Development

PAGE | 22

EVC Skills – Ourselves as Facilitators

VIRTUAL FACILITATION TIP

14

PRESENCE:
WHAT 3 ADJECTIVES DESCRIBE YOURS?

www.FacilitationSkillsIntensive.com

- Presence
- Not knowing
- Self-awareness
- Self-management
- Intuition
- Keeping It Simple & Managing Complexity

Ourselves As Facilitators

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EVC Skills - Technical

- Platform
- Recording
- Breakouts
- Slides
- LMS Management

Technical

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EVC Skills - Design

- Program Design
- Engagement
- Learning
- Activities
- Graphics/Visuals

Design

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Rule of Thumb: Leave Enough Time

www.EffectiveVirtualConversations.com   PAGE | 26

Four Core Skills for Virtual Facilitators: Recap

PAGE | 27

Setting People up for Success - Virtually

In setting people up for success virtually, consider these questions:

- What **barriers** will people face in their learning process or discussion? It could be that technology might get in the way, it could be lack of clarity.
- What **pre-work** will support people being ready to learn?
- What **goals** are people wanting to work on?
- What **accountability** will sustain the conversation?
- What **other things** are going to set people up for success?

(Excerpt: Effective Virtual Conversations)

Different Platforms

VIRTUAL FACILITATION TIP
8

CHOOSE THE PLATFORM THAT BEST FITS YOUR CONTENT, PURPOSE AND INTERACTIVITY

www.FacilitationBrittonSession.com

Interactivity Considerations

Need for –
- ❑ Annotation,
- ❑ Chat,
- ❑ Recording,
- ❑ Video Streaming,
- ❑ Screen Sharing

www.EffectiveVirtualConversations.com

Bridgelines

- Free Conferencing.com
- FreeConferencecalling.com
- FreeConferenceCallHD.com
- MaestroConferencing

www.potentialsrealized.com | www.EffectiveVirtualConversations.com   PAGE | 31
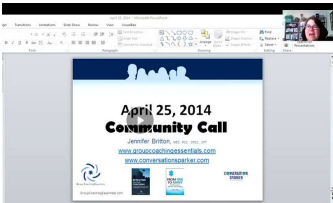
Skype

- Video/No video
- Video Recording
- Up to five on video chat
- Firewalls/Accessibility
- Recording

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www.EffectiveVirtualConversations.com

Zoom

- Recording
- Screencast
- Different Devices Breakouts (if enabled)

April 25, 2014
Community Call
Jennifer Britton,

www.potentialsrealized.com | www.EffectiveVirtualConversations.com   PAGE | 33

Engagement

- Chat
- Polls
- Breakouts
- Emojis

- Pace
- Journey
- Brain based research

<div>icon made by Freepik from www.flaticon.com is licensed under CC BY 3.0</div>

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Design – PEBBLLES ETC.

P	Preparation and Practice
E	Expectations
B	Breakouts
B	Brain-based
L	Less is More
L	Loop back/Link back to the Workplace
E	Expect the Unexpected
S	Set People up for Success
E	Embrace the Chaos
T	Tools and Resources
C	Clarity

PEBBLLES ETC Copyright Jennifer Britton, 2017. Excerpt: Effective Virtual Conversations

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Program stages for Group and Team Coaches

- Pre-program
- First Session
- Ongoing Sessions
- Final Session
- Post-Program

Refer to Chapter 5, Britton, **From One to Many: Best Practices for Team and Group Coaching**.

Chapter 6 – Preparing For Blast Off

PAGE | 36

Program Stages – Introduction

Introductions

- **Purpose:** Build Trust, Connection and Create an Overview of Where You Are Going

- Let people explore the platform
- COINS
- What are you uniquely bringing to the group – Personal Logos
- WOW (Ways of Working)
- Goal Setting/One Page Plan (if coaching)

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During Sessions

- Notice what the group wants – every group is different
- How do you capture your own learning?
- Create Active Listening for the group
- Mix it up – Breakouts

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Why Breakouts

- ✓ Engagement
- ✓ Interactivity
- ✓ Peer Learning
- ✓ Application
- ✓ Other?

www.EffectiveVirtualConversations.com

Pre-Program

- Getting to Know Everyone
- Frequently Asked Questions (FAQ)
- Pre-calls (individual)
- Any tutorials to help?
- Look at the Pre-program Checklist – 11.7.17 Community Call

(http://www.effectivevirtualconversations.com/community-calls.html)

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Between Calls

- Peer Partners
- LMS - i.e. Teachable
- Media Rich Platforms (i.e. Groups not Closed Faceboo
- Contact with you

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Group/Team Follow-up Call

Questions to consider:

- Since we last met, what you are most proud of accomplishing? What have you been doing?
- What have you put into practice?
- What's different about you now, than when you started the program?
- What's been easy? Challenging?
- What are your next steps?

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Rule of Thumb – Don't Make Breakouts too Big

2-5 people are usually a good

No.
2-5

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Building Our Toolkit

Debriefs Questions ticklers partners
Bring-Your-own Self-assessments work
Polls Storylines Ted-Talks
Maps Drawing Photographs Kits
Scenarios Puzzle Breakouts Action Emojis
blank Pre Plans Fill Videos Cards
Paired Animation Chat

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Do's and DON'Ts

www.potentialsrealized.com | www.GroupCoachingEssentials.com | © Jennifer Britton 2017   PAGE | 45

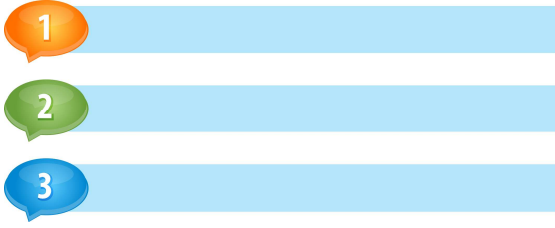**Rule of Thumb – Mix It Up (Start, Middle, End)**

www.EffectiveVirtualConversations.com   PAGE | 46

Now Over To You- What are your Next Steps?

www.EffectiveVirtualConversations.com   PAGE | 47

Next Steps – 3 Bullet Points

1
2
3

www.EffectiveVirtualConversations.com   PAGE | 48

16

Now What?

- What **steps will you take** as a result of this session?
- What are your **deadlines** on this?
- What **resources** do you need?
- How will you **track** it?
- Who will you be **accountable** to?

How can you adjust this for your groups/teams?

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Upcoming Programs related to this Topic

THE LEARNING Lab & Design Studio
from Potentials Realized

The LLDS meets on Friday mornings between 8-8:45 am ET twice a month for group calls on a range of topics related to coaching, training and facilitation. Group members also have access to 2 years of content only available to LLDS members.

Group Coaching Essentials – 8.75 CCEs – Best practices around designing, leading and marketing group coaching (virtually and in-person)

VIRTUAL FACILITATION ESSENTIALS

Virtual Facilitation Essentials – a five week teleclass will start on Friday January 12 (1:15 – 2:30 pm ET) and will run for 5 weeks. We cover the "essentials" of designing, and running virtual programs.

More at http://www.EffectiveVirtualConversations.com or GroupCoachingEssentials.com

www.EffectiveVirtualConversations.com   PAGE | 51

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Connect and Resources

Connect : (416)996-TEAM (8326) OR
jennifer@potentialsrealized.com
Group Coaching Ins and Outs blog:
http://groupcoaching.blogspot.com
Pinterest: jennjbritton
Twitter: @jennbritton, @teams365
Facebook: effectivegroupcoaching, PotentialsRealized
GroupCoachingEssentials.com | EffectiveVirtualConversations.com

www.potentialsrealized.com | www.GroupCoachingEssentials.com | © Jennifer Britton 2017   PAGE | 52

Resources

Books:
Britton, Jennifer. **Effective Group Coaching,** Wiley, 2010.
Britton, Jennifer. **From One to Many: Best Practices for Team and Group Coaching**, Jossey-Bass, 2013.
Britton, Jennifer. **Effective Virtual Conversations**, 2017
Clutterbuck, David. **Coaching the Team At Work**, 2007
Cockerham, Ginger. **Group Coaching Blueprint**. 2011
Fogelberg, Fredrik and Jude Tavanyar et al **Live Connections: Virtual Facilitation for High Engagement and Powerful Learning**, Nomadic, 2015.
Hawkins, Peter. **Leadership Team Coaching,** 2011.
Thornton, Christine. **Group and Team Coaching**. 2010

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After Today…

1. Download chapters at www.from12many.com/downloads.html . Access code for downloads is 4411.
2. Join me for an upcoming Community Call at **Effective Virtual Conversations Next one Monday December 4th at 11 am ET –2018 Virtual Program Hack**
   http://www.effectivevirtualconversations.com/community-calls.html.
3. **Pick up a copy of the book in our CDN pricing at http://www.groupcoachingessentials.com/pages/effectivevirtualconversations.**
4. Take Action on Your Action Plans!

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