



GC-ESO: Creating Successful Outcomes

LEARNING OBJECTIVES

- Identify and set group goals
- Match client motivation to session delivery
- Conduct a meaningful evaluation
- Demonstrate strategies for ensuring client satisfaction

ICF COMPETENCIES

D. Cultivating Learning and Growth

9. Designing Actions

Creates with the client opportunities for ongoing learning, during coaching and in work/life situations, and for taking new actions that will most effectively lead to agreed-upon coaching results.

8. Facilitates Client Growth

Partners with the client to transform learning and insight into action. Promotes client autonomy in the coaching process.

CREATING SUCCESSFUL OUTCOMES

The best way to ensure that participants walk away from your group session feeling satisfied is making sure that your delivery meets expectations. In fact, it's even better if you can ensure that delivery EXCEEDS expectations.

We have all sat through sessions that were a complete waste of time. At worst they were tedious or boring, or not managed well, at best they were just not what you thought you signed up for. You know the feeling, you end up holding the evaluation sheet in your hands trying to think of constructive ways to tell the presenter their session fell short of the mark.

This is precisely what you want to avoid with your group coaching sessions and it is exactly what we cover in this module.

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How do you exceed expectations?

One of the most important things you can do to ensure success for your participant is to write very clear outcomes for your group. These outcomes should identify what people will know, understand and be able to do as a result of participating in the group. And they should describe specific knowledge, skills, or results people can expect to achieve as a direct result of their participation.

Your outcomes then influence the way you plan, deliver and evaluate your sessions.

Planning Your Sessions

It is important to make sure your session outcomes are stated clearly on all your marketing and promotional materials. That way you are more likely to attract the right person to attend. The person who wants what you are going to deliver.

You will also use your outcomes when planning the activities you will run as part of your group, checking these against the outcomes to ensure they will be met. So for example, if one of your outcomes is that people will have a clearer idea of their vision for the future, you need to make sure that you have an activity or task that will result in people achieving this outcome.

Delivering Your Sessions

Your learning outcomes will guide your whole group process, but they are particularly important at the beginning.

OK, so having talked about how important session outcomes are in the planning stage, a rookie mistake when delivering material is to assume that everyone has read your outcomes and that they are all there to achieve them. This is not always the case... for lots of reasons. It could be that circumstances have changed between the time a person signed up for the group to the day they attend. Or they might be there because a friend invited them or they were told they had to attend. Others might have picked up your flyer and not read the outcomes at all.

So the first thing to do when you start any session is to CHECK IN. You want to just ask people what they came for. A really simple question like that can change everything. It very rarely results in you dramatically changing the group, but it may give you some insight on where to spend your time, what things to highlight and what to leave out. It can also give you a sense of the current skill/knowledge level of participants.

Then once you have your outcomes confirmed, you can proceed with delivering your sessions.

Evaluating Your Sessions

So your evaluation won't help the people who have just attended, but they are critical for the ongoing improvement of your group, your skills and beneficial to all future participants. Your evaluation is also based around your session outcomes, namely asking people if they did indeed achieve the outcomes they expected. Did delivery meet expectations?

So there you have it, the key to creating successful workshops is creating, communicating, delivering and evaluating successful workshop outcomes.

FURTHER READING & RESOURCES

- [Article] [How to facilitate a successful workshop in 18 simple steps](#)
By Daniel Monthan 2018

- [Article] [Blooms Taxonomy for Learning Outcomes](#)
From SUNY Clinton Campus 2017

- [Article] [Design workshops that work: how to get better at brainstorming](#)
By Cindy Chang Former Senior Product Designer, Intercom

- [Video] [Quick Teaching Tip: Learning Objectives](#)
By Virginia Apgar Academy of Medical Educators 2014