



Lifting the lid on team and group coaching

KEY TAKEAWAYS

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The power of group coaching lies in shared learning.

The best insights often come not from the coach,
but from peers supporting each other.

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What is Group Coaching?

Group coaching brings leaders and teams together in a structured setting to learn, grow, and problem-solve collectively. Unlike traditional one-on-one coaching, which focuses on an individual's development, group coaching:

- Encourages shared learning experiences
- Fosters collaboration and trust
- Enhances team accountability and alignment

While similar to facilitated workshops, group coaching differs because it focuses on the development of individuals within a team setting, allowing for mutual support, real-time feedback, and co-created solutions to challenges.



The Business Case for Group Coaching.

1. Accelerated Learning & Retention

When learning happens in a social and interactive environment, participants absorb and retain information more effectively. **Teams that grow together, retain knowledge better** because they reinforce learning through discussions, reflections, and shared experiences.

Why it matters: Unlike traditional leadership programs, which often feel like isolated training sessions, group coaching ensures that insights **become part of an ongoing leadership dialogue** within an organisation.





**If we want leaders to drive
collaboration, we need to coach
them in a collaborative way.**

Group coaching makes that possible.
finds themselves.

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2. Increased Leadership Alignment & Team Cohesion

Group coaching creates **alignment** within leadership teams by ensuring that everyone is developing with a shared vision and common understanding. This **reduces silos**, improves communication, and strengthens **collaboration across departments**.

Example: Imagine a leadership team where each executive is coached separately. While they might gain great personal insights, their development remains disconnected. Now, imagine the same leaders going through coaching together, discussing challenges openly, and working toward shared solutions. The impact is far greater.



3. Higher Engagement & Productivity

88% of leaders who undergo group coaching experience a **boost in productivity** compared to those who go through isolated learning.

Why?

- They feel **more engaged** in their development journey.
- They have **accountability partners** within their teams.
- They **apply learning faster** since they can discuss and act on it immediately.

With shared ownership over learning, group coaching creates an environment where **leaders feel responsible for each other's success**, not just their own.





Leadership is a team sport.

So why are we still coaching leaders in isolation?

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4. Cost-Effective Leadership Development

One-on-one executive coaching can be a **high-cost investment**, especially when scaling leadership programs across an organisation. **Group coaching provides the same high-value insights but at a fraction of the cost.**

How? Instead of coaching individuals separately, group coaching leverages **peer-to-peer learning**, reducing the need for multiple coaching sessions while still delivering deep, impactful development.

For companies looking to scale leadership development without increasing costs, group coaching is a strategic win.



How to Implement Group Coaching Successfully

Step 1: Shift Mindsets Around Coaching

Many organisations view coaching as an **individual development tool** rather than a **teamwide strategy**. To unlock the true potential of group coaching, organizations need to position it as a **collaborative growth experience** rather than just **personal coaching in a group setting**.

Tip: Communicate the benefits clearly—group coaching helps leaders develop not just as individuals but also as a **collective unit**.





When leaders grow together, organisations win.

Group coaching isn't just about development -
it's about building trust, alignment, and accountability.

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Step 2: Combine Coaching & Facilitation Skills

Group coaching is most effective when led by professionals who can **blend coaching with facilitation techniques**. Unlike one-on-one coaching, where the focus is solely on an individual's growth, group coaching requires:

- **Guiding conversations while allowing self-discovery**
- **Encouraging peer learning without dominating the discussion**
- **Managing different personalities within a group setting**

Tip: If you're already a coach or facilitator, you likely have the skills needed—learning to navigate group dynamics is the key differentiator.



Step 3: Use Psychometric Tools Like Facet5

Not every leader learns or communicates the same way. That's where psychometric tools like **Facet5** come in. By assessing personality traits and work styles, Facet5 helps coaches:

- Understand how each leader **thinks, communicates, and makes decisions**
- **Tailor coaching strategies** based on individual and team personalities
- **Facilitate deeper discussions** that address underlying behaviors and motivations

Example: A leadership team may include **introverted specialists** and **outgoing entrepreneurs**- two very different communication styles. A **Facet5-driven coaching approach** ensures that each personality type feels **heard, understood, and engaged in the process.**



Final Thoughts: The Future of Coaching is Collective

Organisations that embrace **group coaching** unlock:

- Faster leadership development
- Stronger team dynamics
- Better decision-making
- A culture of continuous learning

Leadership is a team sport - so why are we still coaching leaders in isolation?

It's time to rethink coaching as a shared experience, not just an individual one.



Ready to Leverage Group Coaching?

If your organisation is ready to build a **high-impact coaching culture**, group coaching is the next step. Whether you're an HR leader, a coach, or a business executive, investing in **collective growth** is the best way to ensure **sustained leadership success**.





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