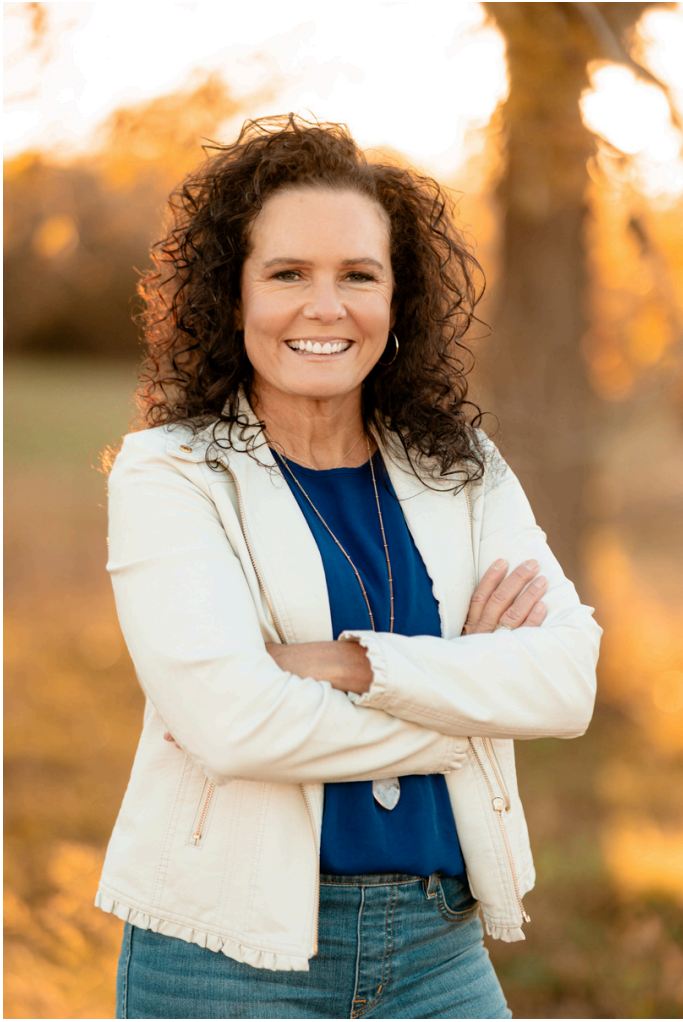


A photograph of two women laughing and talking outdoors. The woman on the right has curly brown hair and is wearing a light pink leather jacket. The woman on the left has long black braids and is wearing a black top with white polka dots. The background is a soft-focus green and yellow bokeh.

Don't Be Boring!

The Four Most Common Mistakes Coaches Make When Designing New Programs



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YOU'RE IN THE RIGHT PLACE IF YOU:

- are ready to get your powerful and unique message out to the world
- want to turn the knowledge (*and gazillion ideas!*) you have into a meaningful program that delivers lasting results and impact
- want to build your business strategically - not by chance!
- are ready to take action!

Welcome!

I'm so glad you are here and I'm thrilled you've downloaded this guide!

By taking this simple step I know you are serious about the coaching work you do, and you want to be in alignment with what you put out into the world. That is so awesome!

Learning how to design and deliver programs that truly reflect who you are as a coach, and provide your clients with what they need to create powerful results in the world is the foundation to building a successful coaching practice.

When you have this fundamental piece in place, everything else can flow with much more ease (*and you get to have a lot more fun along the way too!*).

Over the past 20 years I have been deeply honored to work with business leaders, companies and coaches around the world to support them design and deliver unforgettable learning experiences that create lasting impact - for their business, their clients and their legacy.

I so acknowledge you being here and getting started on the path to do the same!

Sherry

Don't Be Boring!

Situated directly across from the desk in my office, sits a "scoreboard".

It's a focal point - an over-sized white board where I track my wins - the forward movement toward accomplishing my goals. It's also the looming reminder staring at me when I'm not being so successful. On any given day, it truly captures the thrill of victory or the agony of defeat.

So, at the top of my board, I have a divine reminder of why I do what I do. The message I've written to myself is, "God gave me a message and a style He did not give to anyone else. Stand in your value and purpose." It's a reminder of a higher calling in those times where the setbacks outnumber the triumphs. As an entrepreneur, there's a strong probability you know what I'm talking about.



Coaches are a special breed. They almost have an inward, unstoppable gravitation pull, greater than themselves, to help others make forward, positive movement.

I've ever met has a message he or she is extremely passionate about. The problem I've seen over and over is that oftentimes, coaches don't have an equally powerful approach to getting that message out to others.

It grieves me to watch a coach speak in front of an audience who is hungry to learn and in need of the message and see the whole experience fall flat. It's painful because not only did the coach misrepresent the coaching profession as the extraordinary profession it is, but also because the coach missed a golden opportunity to grow his or her business and transform the lives of those in the room.

As coaches, our programs - be they workshops, speaking engagements, retreats, or online courses - must be as impactful as the message we have to share.

For that reason, let's dive in and take a look at the four most common mistakes coaches make in designing and delivering less-than memorable programs.

MISTAKE #1: The Design and Delivery Isn't Authentic

Whatever you do as a coach, it must be uniquely you. Your program should fully embody and reflect your message, your approach, your experience, your passion, and your style. And it should be tailored to the needs and worlds of your audience.

Yes, there are off-the-shelf workshops and learning material. But in my experience of over twenty years in instructional design, a one-size-fits-all really translates into a one-size-fits-none.

A customized program must be more than replacing a name in a boiler plate template. Your coaching program must mirror you. It must be designed by you, for your intended audience, and delivered consistently with your unique bent.

This can only happen when the coach follows a design process. By creating through a process, the message comes from within that coach, and the coach can deliver the message with impact because he or she truly owns it.

The coach has what I call a “deep-down-in-your-bones” ownership of the content and the delivery when he or she is actively involved in the design.

*When our design and delivery is not in complete alignment
with our authentic self, the message falls flat.*

MISTAKE #2: The Coach Is In The Center

Recently, I was leading a design session with a coach who said, “I simply can’t deliver this workshop anymore. I’m exhausted at the end of the day.” I could definitely see why she felt that way. Her entire two-day workshop had her as “sage on stage.” She was telling all of the stories, communicating all of the information, and doing all of the heavy lifting. No wonder all she looked for at the end of each day was a glass of wine and a comfortable bed!

*When we are exhausted rather than energized
at the end of a program, it’s because we’ve put
ourselves in the center of the experience.*

The irony is that we are coaches! Think about it, when we coach, the client - not us - is at the center of the experience. The client sets the agenda. So, why would we conduct our learning events any different from our coaching conversations?

One of my favorite learning principles is "Tell them, they comply. Involve them, they commit." A long-time teaching rule is the 80/20 rule. We should be talking 20% of the time, and the learners should be talking 80% of the time.

Here's a simple but critical shift we must make: move from "telling" to "discovering".

For example, instead of telling emerging leaders all of the reasons why coaching is an effective way to transform a culture, have them experience a taste of coaching and discover the benefits for themselves. A subtle shift, engages the learners, puts the learner in the center, and directs them to uncover the benefits that are meaningful to them.



With a great design, you get to set up the activity and then sit back and watch the magic happen.

When you've engaged the learners you are not exhausted at the end of the day. You are exhilarated.

MISTAKE #3: The Design and Delivery Is Outdated & Tired

Recently, I was leading a design session with an incredibly talented group of owners. They sell one of the most powerful selection tools on the market. In fact, all four owners in the room were former end-users of the tool. They found it so remarkable, they left their jobs to spread the message to other organizations. These owners know, first hand, this assessment dramatically reduces turnover and improves performance.

So why were they gathered in a room for two intense days of design? Because their state-of-the-art assessment was accompanied by 30- year-old training. The bottom line is...



If what you have to offer is at level 10, your supporting learning experiences should be at a level 12 or 13.

Hint: if you are doing what people expect, if your design and delivery is not distinctly different from what others are doing, or if you haven't updated your materials and approach recently, it's probably time for a refresh.

MISTAKE #4: The Design and Delivery Isn't Based On How The Brain Works Best

So, this is where I become most passionate. Here's my story in a few words. I wanted to become a college English teacher until I became a college English teacher. To avoid the eternal hell of grading essays, I helped start a workplace education program where I found myself working with adults who struggled terribly to learn.

I immediately became fascinated with studying the brain and learning.

It became obvious to me that if we wanted to design and deliver learning experiences that had an impact, we had to do it based on how the learning equipment works.

(I mean, after all, we use our computers and phones the way they were designed to work best. Why not design and deliver learning experiences the way the brain works best?)

If we simply integrate the principles of how the brain learns best, we can create programs that truly have the “wow” factor.



Do you know how to design and deliver programs that grow your business, have massive impact and truly transform lives?!? The answer to these questions lies in designing and delivering programs based on how the brain learns best.

When we align with how our brain learns best, we get better results with less effort - and have a lot more fun doing it!

The principles of how the brain learns best are the secret sauce.

When coaches follow a proven design process and integrate the principles of brain-based learning, they create unforgettable, extraordinary programs that impress and impact.

ONLY YOU CAN DELIVER YOUR MESSAGE:

Go Change the World

As coaches, we have a responsibility to uphold the professionalism of our industry. We have an even greater responsibility to deliver our message to make a positive change in the world. This begins by designing and delivering experiences that are authentic, client-centered, fresh, and compatible with how the brain learns best. When we provide that kind of program, we grow our impact and we grow our business.

Every single coach has a message to share. Whether your passion is around helping people become rich, have less pain, find the love of their life, or be an incredible leader. The most effective way to expand your reach is through your coaching program.

Coaches need to make a one-on-one to group transition. Coaching an individual is one skill set. Drawing a group of people into a learning experience is a completely different skill set. We as coaches need both.

Don't be boring! Be intriguing! Build curiosity and a desire to learn more! You've heard the saying, "you can lead a horse to water, but you can't make him drink." Our job is to make people thirsty, so they want to learn more. That's how we grow our coaching business. That's how we impact the world.

READY TO MAKE YOUR PROGRAM *Unforgettable ?*

I've so enjoyed being with you as you've read through this guide! And I'd love to stay connected and support you make *your* coaching programs truly memorable.

This is just the beginning! To dive in a little deeper, you are warmly invited to come and join me in my Private Facebook Group 'Unforgettable Design' - a fabulous tribe of coaches, entrepreneurs and business leaders all learning how to design programs and learning experiences that inspire, impact and impress - based on how the brain works best! Simply click the link below to join - and I'll see you there!

YES! JOIN NOW



“When we align with how the brain learns best, we get better results with less effort - and have a lot more fun doing it!”

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