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choice

the magazine of professional coaching

Team & Group Coaching

The landscape of coaching many



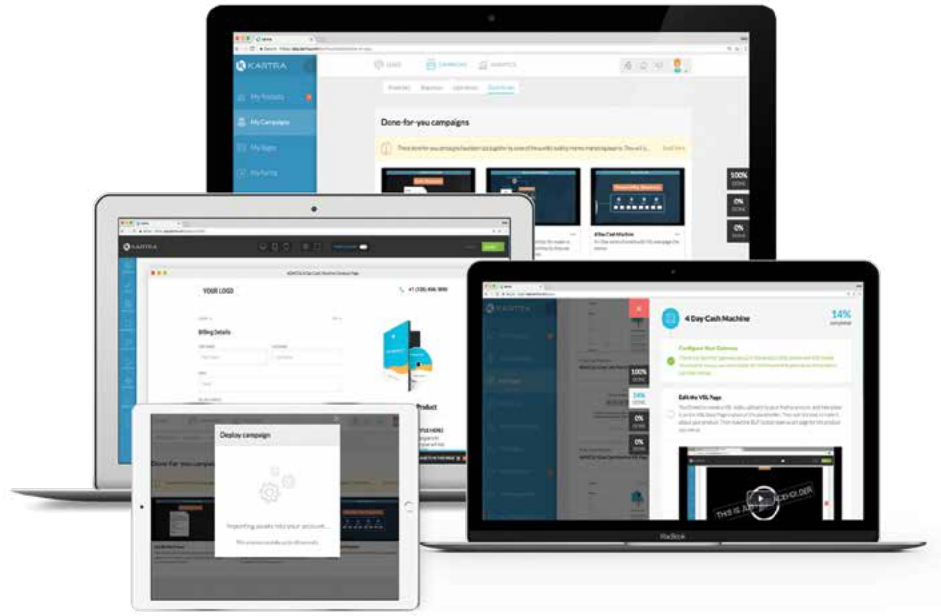
Kartra

By Jennifer Gallagher & Bethany Wilson

Your next online marketing solution is finally here – a software tool that does all the marketing automation you need and won't break the bank. Kartra is an all-in-one business platform that gives you just about every tool you need for your coaching business; sales pages, shopping cart, email marketing, affiliate marketing, video hosting and even a membership site!

Yep, with just one software package, you can manage all of your marketing in one place. Plus you can do some amazing things like split-testing, create campaigns to nurture your leads into paying clients, offer upsells and downsells and get some great analytics.

Kartra was built by a team of experienced digital marketers, so



they've built-in marketing-proven templates and images and made the system very user-friendly. If you're ready to propel your coaching business while saving money on all those other monthly subscriptions, Kartra is a great solution.

PRO-D

By Marcy Nelson-Garrison, MA, LP, CPCC

If you could get to the heart of the matter faster with your executive clients, would that be a selling point for the company hiring you? You bet it! PRO-D is a hot new assessment that will give you that advantage.

PRO-D is unique in that it covers three core arenas: Mission (what motivates you), Competency (where you naturally excel) and Style (perceptions, beliefs and behaviors that make you unique.) It looks at the intersection between these three core areas and nine career value areas. The result describes how you are wired and how that plays out personally, in your current role and with the organizational culture.

You and your client will get a full picture of both the strengths and the disconnects. If your client is feeling frustrated or unfulfilled in a current role, the assessment will show you exactly why. That is often an a-ha moment! If your client wants to transition to a new role, PRO-D offers insight about ideal roles, strengths to leverage and areas to develop for optimum success. It really lays the foundation for professional development.

PRO-D's creators believe the best leaders are self-aware leaders and this is the perfect development tool to create self-aware leaders. Definitely recommended for those working with leadership development, executive coaching, team or career transition.



zoom

By Jennifer Gallagher & Bethany Wilson

Looking for a great solution to conduct your group coaching calls? Zoom is the answer for easy video conferencing. With amazing calling features like video conferencing, screen sharing, breakout rooms, meeting recordings, active speaker view, telephone call in, group messaging, and more, you can't go wrong here. You can even use it for your webinars!

You can sign-up for Zoom for free to test it out. The free plan gives you 40 minutes of video calling, but the pro plan is very affordable and has no time limits. With both the basic and pro plan you can host up to 100 interactive participants and up to 10,000 view-only participants.

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SOULFUL CONNECTIONS

By Marcy Nelson-Garrison,
MA, LP, CPCC

If you are like most people, you know there are things you've never discussed with a partner, best friend or sibling. Not because they are a secret; it's just that the topic never came up. Get ready for that to change.

Soulful Connections is a new deck by peaceandpear.com. The packaging is beautiful and the deck is packed with 120 questions – powerful, thought provoking questions, either/or choice questions, relational questions and a few quirky ones, too.

Here's a sampling of some of the questions: What's the #1 truth you know for certain to be true? What advice would you give your younger self? Is it ever too late to try? To what degree have you actually controlled the course your life has taken? All of these are sure to spark some very interesting conversation.

This deck is a great resource for client inquiries between sessions, as a prompt for groups and a cool tool for relationship coaches (offer a question per session as a way for partners to learn something new about each other).

Try it! Take one of the questions above and go have a conversation with someone close to you.

Spirit Cats

By Marcy Nelson-Garrison,
MA, LP, CPCC

Cats are a great metaphor for independence, connection and intuition, and Nicole Piar's Spirit Cat Deck captures all that rich wisdom in a way that will inspire and delight you.

The illustrations are exquisite: soft, captivating and often whimsical. Each cat has a name and a message for reflection on the back. I just chose the spirit cat "Sage." The theme of the card is "Threshold" and here is an excerpt: "Find peace at the threshold but don't surrender

to the turn-back-now gargoyles that guard the gateway. When you are ready, you will stride boldly into your new world."

As always, an uncannily perfect fit for me.

Use the cards for daily inspiration, as a journaling prompt or in a group or retreat setting. Play with pairing the Spirit Cats with open-ended questions, like; Which Spirit Cat reflects your natural instinct? Your relationship style? How you lead? Where you draw the line?, etc.

You don't need to be a 'cat person' to love this deck, but if you are, this will become your number one go-to source for inspiration.



Links to products reviewed by Marcy are available
at coachingtoys.com/choice.htm

Links to products reviewed by Jennifer & Bethany
are available at intentionalfate.com