



## GROUP ELI MASTERCLASS

# Student Workbook



**Awakening Potential**

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# Table of Contents

<b><i>Choosing the Best “Pathway” for Your Group ELI Client</i></b>	<b>5</b>
Pathway #1: Individual ELI Debrief to Group ELI Debrief .....	5
Pathway #2: Group ELI Debrief to (Optional) Individual ELI Debrief .....	6
Pathway #3: Energy Leadership® Workshop With Optional ELI .....	7
<b><i>Using the LCBI Process to Sell the Group ELI to Prospective Clients</i></b>	<b>8</b>
Scenario #1 .....	9
Scenario #2 .....	11
<b><i>Tips for Preparing for a Powerful Group ELI Debrief</i></b>	<b>14</b>
Gather Context About the Group .....	14
Set Up the Logistics .....	14
Compile the Group Results .....	15
Look for Patterns or Discrepancies .....	15
Customize Your Group ELI Script .....	15
<b><i>Tips for Facilitating a Group ELI Debrief</i></b>	<b>16</b>
<b><i>Possibilities for Your Coaching Practice</i></b>	<b>18</b>



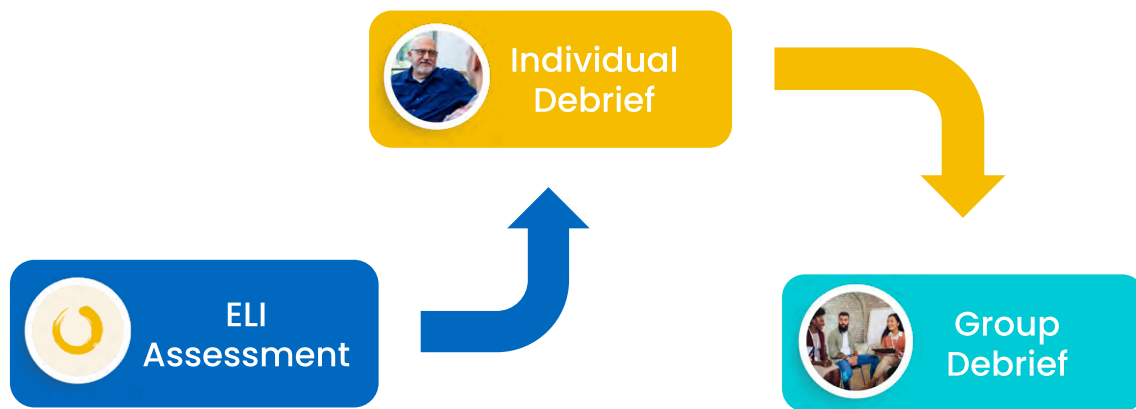
# Choosing the Best “Pathway” for Your Group ELI Client

Since each group you work with has different goals and priorities, you’ll want to personalize the pathway you take your group clients through. Consider this a “Choose Your Own ELI Adventure!”

Let’s take a look at the different pathways you can explore with a group.

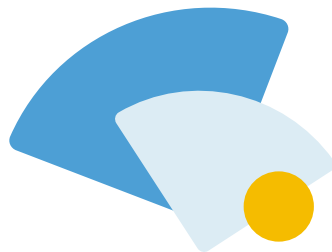


## Pathway #1: Individual ELI debrief to group ELI debrief

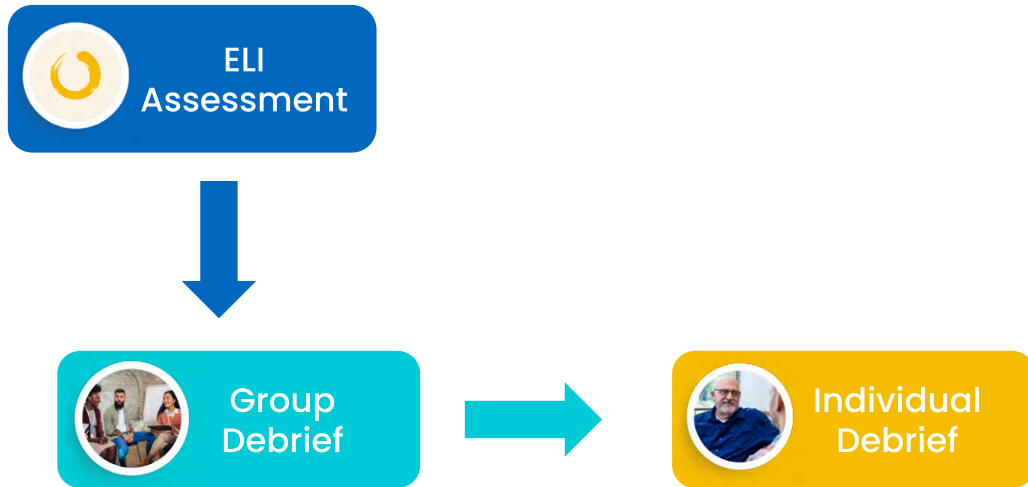


This path starts with all group members taking the ELI Assessment, each completing an individual debrief to understand their own personal energy, and then going into a group debrief experience with this information.

Because participants will already be familiar with the concepts from their individual debriefs, the Group ELI Debrief Script can be truncated to focus more on the reflection questions to understand how each group member's energy is creating a part of the group's experiences. This can create a profound impact on the group debrief experience because each participant can recognize their part in the energetic dynamics of the group.



## Pathway #2: Group ELI debrief to (optional) individual ELI debrief

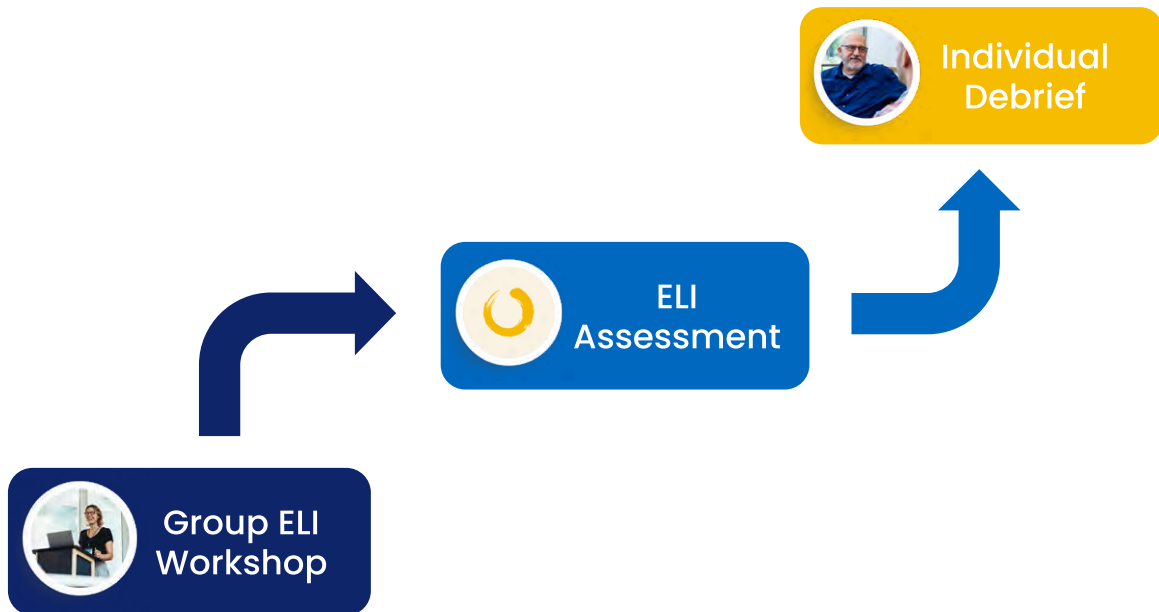


In this pathway, all group members take the ELI, receive their report, and then go through a group debrief experience with the option of completing individual debriefs afterward. Once they see their report and understand the group's energy, they may be incredibly excited to understand more about their own energy and how it relates to the group.

This is a great option for organizational clients with limited time or budgets or for those clients who may just want to dip their toes in first before exploring additional debrief opportunities.



## Pathway #3: Energy Leadership® workshop with optional ELI



This third pathway serves as a precursor to the ELI Assessment. You might lead a group Energy Leadership workshop to explain the concepts of energy, consciousness, and choice. At the end of this workshop, you could offer the ELI Assessment as an option to participants. From there, it may lead to additional coaching or a potential Group ELI experience with other members of a group they are a part of. While this experience doesn't dive as deep into energy as the two pathways previously mentioned, or speak to specific anyone's individual or group results, it's a great starting point for a group to begin to understand energy and sets up a great foundation for future coaching opportunities with both individuals and groups!

**Which of these pathways feels like the best option for the types of group clients you might want to work with?**

# Using the LCBI Process to Sell the Group ELI to Prospective Clients

As an ELI Master or Coach Practitioner, you're already well-versed in talking to prospects about how the ELI can benefit them. You can bring that same energy and enthusiasm into selling a Group ELI using this simple sales process.

## Listen

Listen for opportunities where the Group ELI might be a great fit. Often, this can be when you hear someone express a challenge they're facing within their group dynamic or a desire or vision they hold for the collective.

## Coach

Coach your prospective client. Acknowledge and Validate, ask Empowering Questions, and Clarify as needed to really get the root of what the group's challenges are and what they really want their dynamic to be.

## Buy-In

Get a Buy-In by using the information you've just learned from your conversation to ask a personalized version of the powerful question: *"If there was another way to get the benefits of what you're looking for with much less cost, how interested would you be in learning it?"*

## Invite

Invite the prospective client to learn more about the Group ELI assessment and debrief. Share how the assessment can help them achieve those desired benefits without all of the costs they're currently experiencing and give them insight into what the process might look like for them.

Let's take a look at two scenarios that demonstrate what this sales process might sound like in practice. As you read through them, take note of the ways the coach uses each step to learn more about their prospective clients' group needs and connect that information with the power of the Group ELI.



## Scenario #1:

**Prospect:** So my partner, Carmen, and I have been married for two years now. It's been amazing to see how our children—my twins and her son—have really gotten along with each other; we were really worried about that dynamic.

**Coach:** Congratulations on two years! It sounds like you and Carmen were really intentional about how your families would come together. Anyone in your shoes might have been worried, too!

**Prospect:** Thank you! Yeah, that part has been such a relief. They're all doing really well adjusting to school together. What hasn't been the easiest is parenting our stepchildren.

**Coach:** Oh? Tell me more about that.

**Prospect:** Maybe this is just what happens when you become a blended family, but for example, Leo—our 14-year-old—really refuses to listen to me when Carmen isn't around, and there are times when Carmen and I don't want to step on each other's toes. And then, that causes arguments between us parents and that's just been tough to navigate.

**Coach:** Given how much you clearly care about your family, it's no wonder it's been tough to navigate the unexpected conflict between you and your stepson, not to mention between you and your partner! How do you think this challenge has impacted you and your family?

**Prospect:** Whew, that's a good question. I guess I've become less confident as a parent. It's almost like we're speaking a different language at times and that's confusing. Our parenting is inconsistent and I think the kids are confused by that and sometimes take advantage. Eliza, our daughter, has had some tough days recently and has expressed wanting to live with her mom full-time, which understandably has been hard for all of us.

**Coach:** Your awareness of all of the dynamics at play is really impressive. What do you really want for your family?

**Prospect:** I'd really love for our family to feel a sense of mutual trust, respect, and understanding between all of us. And I'd love for Carmen and me to find our flow in parenting—maybe some strategies for how to be on the same page to lead our family.

**Coach:** Beautiful. That's an amazing vision for your family. If there were a way to establish that trust, respect, and understanding and for you and Carmen to be that united team, with fewer inconsistencies and toe-stepping fears getting in the way, how interested would you be in learning it?

**Prospect:** Umm, sign me up! We need to take a different approach and, honestly, I'm open to all suggestions at this point.

**Coach:** I can really feel how much this matters to you! Well, I have this incredible tool—it's called the Energy Leadership Index® assessment—that can give us great insight into your family's ability to come together as well as the quality of your communication and how you can engage with one another more confidently as a group. It measures the energy of how you typically "show up" to situations in life, both on a regular basis and under stress, and then offers other options for how to shift that energy with intention. How helpful do you think that might be to explore?

**Prospect:** Wow, I've never heard of a tool that could give that level of information. That definitely seems like it could be helpful. I know teens are under a lot of stress, so if they knew how they could change the way they come into those situations, that seems like it would be really powerful.

**Coach:** Yes, I'm not exaggerating when I say this tool can be life-changing for a lot of people. I certainly wish I had it when I was a teenager! Do you know how you were talking about how you seem to be speaking different languages? This assessment gives everyone a shared language to better understand each other, which helps to foster trust and respect, and gives you the tools to identify how you'd rather approach situations as a family. In our debrief conversation, we can work together to create that shared vision you mentioned and use the information from the assessment to help you get there.

**Prospect:** I like the sound of that. It seems like it might help Carmen and me get on the same page and give our kids a sense of ownership over the family dynamic if they're included in creating that vision and given a shared language for how to talk about it.

**Coach:** Exactly. From what I'm hearing, it sounds like you're already stepping into the kind of parent leadership you desire.

**Prospect:** Oh thank you! That means a lot. So, how do we get started?

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## Scenario #2:

**Prospect:** I'm glad that we have a chance to catch up over lunch. It's been so chaotic at work with this company acquisition. So many of the department heads are worried about potential layoffs, and how the restructuring will go. Our HR department has been swamped with calls, emails, and requests for meetings to find out more about what's happening.

**Coach:** It's great to see you. It sounds like it's been quite a whirlwind with all of the transitions the organization is going through and the questions that might be coming up for all of the employees. It makes perfect sense that your department has been getting so many questions.

**Prospect:** Yeah, it's exciting that we've been acquired by such a prestigious company with a great track record, but we're still trying to figure out what the company will look like once we've combined forces. It could create some great new opportunities for us all, but it could mean some unforeseen changes.

**Coach:** A merger like that can be a lot of change all at once for everyone. What are your concerns?

**Prospect:** Well, the head of our sales division just gave their notice, so the sales team has expressed a lot of concern about who'll be their next leader. The communications division had a leader who wasn't a great fit for the company and after a number of conflicts that were brought to my attention and many, many conversations with the team, we navigated the exit of that leader and were able to find a more suitable person for the role. There's just been so much change already. All of the departments have a lot of silo-ed conversations and don't seem to have great communication or trust between them. The merger is just adding to that feeling of stress.

**Coach:** Given how much you've been navigating departmental shifts already, it's no wonder you and the rest of the employees are feeling the additional stress of this transition. How do you think these challenges have affected the company?

**Prospect:** You know, it's been hard to pinpoint how everyone is feeling, but there has been a lot of whispering and gossip about power struggles and possible layoffs. Everyone is concerned about how their job duties might shift, how their departments will be structured, and if they'll even have jobs with a whole new company of people to contend with. And then there's one of our VPs, Kevin. He has openly expressed his concern about new leadership overall in our staff meetings. It seems like he's created conflict in our current organization around this merger. He doesn't seem to be on board with the new CEO. They are an inspiring leader who many of the staff are excited to learn from. It seems that Kevin's leadership style is very different from Briar's and he is trying to persuade the staff that his more traditional leadership style is better for the organization than theirs.

**Coach:** Wow! That sounds like there's a lot coming up for everyone.

**Prospect:** It really is! In a perfect world, I'd bring in a coach for all of the employees to work with during this transition. We could all use it! But the budget would never allow for that. I've done some lunch and learn sessions for departments around strengths and thought about maybe doing something on mindfulness, but I'm not sure if either of those will address the deeper communication issues that are happening here. Everybody seems to be so stressed and it's not only impacting morale, but it's impacting people's productivity.

**Coach:** It sounds like you've been struggling and doing your best to find a way to bring your team together. What would be the benefit of decreasing everyone's stress levels?

**Prospect:** That would be a game-changer! I think everyone would take things a lot less personally and they'd have more mental space to think through their communication with each other. I think they'd just be less defensive and calmer with each other. We've had a lot of folks flying off the handle lately.

**Coach:** It makes perfect sense that folks are flying off the handle and aren't able to communicate as well when they're under stress. If there was a way to create better communication and decrease stress levels for everyone and was appropriate for your learning and development budget how interested would you be in learning more?

**Prospect:** I'd be so interested! We can use all the help we can get right now. I'd love to see less stress on people's faces and more excitement about doing the work they typically do so well.

**Coach:** It's clear that you really care about your colleagues and want to see everyone in a better state of mind as well as a better state of productivity! Well, I have a powerful tool that can give us deeper insight into how your company can communicate more effectively, and how you can engage with one another with greater clarity and calm. The Energy Leadership Index® assessment is a tool that measures the energy of how you typically "show up" to situations in life, both on a regular basis and under stress, and then offers other options for how to shift that energy with intention. How helpful do you think that might be to explore with your colleagues?

**Prospect:** I've worked with a number of assessments, but I'm not familiar with this one. It sounds like it could be helpful. If we could change the way we're operating in these stressful situations, it sounds like it could have a positive impact.

**Coach:** Yes, this tool can have a huge impact on how you all communicate with each other. It can actually give the company a shared language to better understand how you all currently operate as a group and how you'd rather operate. We can talk through more details of the organization's goals and use the results from the assessment to help you all meet your goals as a company.

**Prospect:** This sounds intriguing! I think it might be a great way to help our teams communicate better with each other and come together through this merger.

**Coach:** It sounds like you're deeply committed to your colleagues' success as well as the company's. When might be a good time to talk further about this?

**Prospect:** Yes, I just want to find a way for us to find equitable solutions together. Let's put a date on the books for next week!

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# Tips for Preparing for a Powerful Group ELI Debrief

A large part of delivering a powerful Group ELI Debrief is in the preparation beforehand. Here are some best practices to consider:

## Gather context about the group

The more you understand the group you're working with, the more powerful your debrief process will be, so be sure to have a conversation with your client to understand the context of the group on a deeper level.

Here are some potential questions you might ask:

- What are the group's goals?
- How does the group work together?
- What are the group's challenges?
- How many people are in the group?
- How bought in are the members of the group around taking the ELI assessment?

Be sure to tailor your questions to suit the type of group you're working with. Collecting all of this information in advance will prepare you for an incredible group debrief process!

## Set up the logistics

Once you have clarity on where you're all going together, you'll get the names and email addresses of each group member and assign the ELI assessment to each one of them. Remember, you can use tags in the assessment manager to identify these group members and to help organize different groups you may work with over time. Once all the results are in from all group members, you'll want to combine all of the results of each individual ELI assessment in order to get a clear picture of how the group operates as a whole.

## Compile the group results

Use the Group Results Calculator Tool to input all of the group results. Review the group results as if they were an individual ELI report. Label the primary, secondary, and default/secondary Levels and make note of the Energy Interplay.

## Look for patterns or discrepancies

Look for patterns or discrepancies in the Answer Keys and Satisfaction Surveys of all group members' results. For example, what questions did the group tend to respond to similarly? Where do they experience the most contrast? What areas of life do folks tend to feel most dissatisfied or most satisfied in? Using this information, write down notes that you can use as talking points in the debrief.

## Customize your group ELI script

Review the Group ELI script and customize the language based on the Group ELI path you and your group leader chose. You can also customize the language that the leader has used in describing the group's goals, blocks, and buy-in for the group.



## Tips for Facilitating a Group ELI Debrief

As always, with any client interaction, you want to focus on your energy and how you can bring your whole self to this group and this process you're exploring together. Just like the individual ELI debrief process, you're setting the foundation for the conversation that is to come, but the group dynamic can be different because you're working with a variety of energies that group members are bringing into the conversation. That might even feel a bit overwhelming at times since there is just one of you and a number of people in the group. You might feel like you're energetically outnumbered!

With that in mind, there are some tips to consider as you step into the debrief.

**Set clear expectations.** While the debrief discussion may go in any number of directions, you can create a sense of trust and understanding among your clients by sharing what they can expect throughout the process. From how you communicate through email or phone to what logistics they need to take care of and in what order to what the debrief will entail, this communication will make a significant impact on how engaged group members will be.

**Create an energetic container for the group.** Before you begin your debrief, remind the group that the space you are all in should be considered confidential and by creating that sense of safety and respect for each other, each group member is supporting the group as a whole.

**Hold space for the group.** As coaches, you already know how to hold space for others! Be present, stay curious, practice non-judgment, Acknowledge and Validate, and listen and respond with compassion. These practices help to foster psychological safety and a baseline of trust among all participants, including you.

**Remember that you're the energy expert of the group.** As an ELI Master or Coach Practitioner, you're uniquely skilled at delivering this information to the group and guiding them through the debrief process. Ground yourself in the knowledge that you have everything you need in order to facilitate a successful experience for all.





On a scale of 1- 10, 1 being not at all confident and 10 being completely confident, how confident do you feel about facilitating a powerful Group ELL debrief?

In which area(s) do you have an opportunity to grow?

What step(s) might you take to grow in those areas?

# Possibilities for Your Coaching Practice

Brainstorm everything that is coming up for you around how you might use this powerful group experience.

Which of these ideas feels most exciting to you at this time?

What's the first step you want to commit to taking to incorporate the Group ELI into your coaching practice?

# Notes

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