

## Coaching Program Blueprint

Outlining your program content is incredibly valuable. Not only does it challenge you to build something appropriate for your client, but equally important, it is an asset that can be shared (possibly in different formats) with potential or existing clients (Hutchinson, 2021).

The following table is a simple tool for collecting and displaying all the activities or lessons in the coaching program in a structured way (modified from Hutchinson, 2021):

Section	Theme	Activities
Coaching module 1	<i>For instance:</i> Building strengths	<i>For example:</i> Identifying strengths Visualization Building strengths

Section	Theme	Activities

When sharing the coaching blueprint with potential clients, it is helpful to consider whether you are grabbing their attention, generating interest in the program, building their desire to participate, and getting them ready to take action.

### References

- Hutchinson, D. (2021). *How to Build an Online Coaching Program: Re-imagine instructional design to create impactful, engaging, and scalable learning experiences in a corporate setting* (Reimagined Learning Book 1). Kindle Edition.

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