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GROUP MAGIC CLOSING CEREMONY GUIDE

Here's a facilitation guide that you can use and morph as needed for the closing session of your group program.

This process has been cultivated over many years, and while I'm constantly altering it for different uses, the basic flow remains a powerful way to create closure, help people really SEE the progress and transformation that's happened, and even *naturally* guide people into signing up for your next (flagship) program.

This ceremony can:

- Create incredible feelings of pride, happiness, gratitude, and accomplishment among your clients. It can even help those who may not have felt successful to see and feel the shifts they have actually made.
- Clarify for the clients (and for you!) what positive impacts have been made and where people still want or need to grow (aka market research)
- Give folks the opportunity to be witnessed in their growth and what they are claiming on the next leg of their journey, a very powerful way to lock in learning
- Help make people aware of the “gap” that exists between where they are now and where they want to go
- Help them clarify the support they need to get there
- Encourage them to continue working with you in your follow-up program, as you may be one of the people who can support them in their next steps
- Be a source of testimonials (record it or have someone take notes!)

Since you will be naturally be seeding your flagship program throughout teaching your current group (you'll always be alluding to the longer term

journey they are on, and referencing things that will be taught in the following program), so there will be no sales pitch, awkwardness, or “big reveal” after this ceremony about signing up for your next program.

You can simply note what folks said, share that you’d be honored to continue supporting them, and for them to get in touch if they’d like to continue. Then, you send them your info sheet, same as you do for your front door program, and follow the sales process.

You can also reach out to folks individually afterwards to ask them if they’d like more info about continuing.

Ceremony Facilitation:

As with any ceremony, it’s always good to begin with a moment of silence, meditation, gratitude or something else to bring folks present.

Then explain the purpose and logistics of the process briefly so folks know generally what will happen and how long it will last.

You can facilitate this in many ways depending on the amount of time you have and the size of the group. If it’s a smaller group, simply walk through each question, give folks a chance to journal for a couple minutes on the prompt for that section, and then have folks share to the whole group. You’ll want to map out the timing for this.

With a larger group, I like to mix it up and have certain questions be a full group conversation, and others where folks are divided into dyads or triads and do a shorter report back to the whole group. Sometimes, the whole group may share, sometimes they may not. You can also use the chat for report-backs when you’re using Zoom.

If you have more time, you can also have other folks in the group give reflections back to the person speaking, if it’s desired. This is a powerful way of being witnessed and supported.

Like all group ceremony, you’ll find that people’s shares are not just for them, but for everyone. <3

Ceremony Flow:

Here are the steps, adjust as needed for the purposes of your group.

1. Celebrate

The purpose here is to show people how much they've actually done. We RARELY get this or acknowledge it fully. It's a time to be proud. Remind people that all celebrations big and small are welcome, internal and external shifts.

There are a few ways to do this:

1. Have folks list 5-7 things they're most proud of accomplishing since they started the program. Then they share their top 1 or 2 with the group. (If you're a visualization kinda person, you can take them back on a journey to the beginning, guide them through the program to the present moment)
2. Another fun way to do this is an exercise I call the Full Brag. Super fun in person and also works on Zoom. Put people in pairs, and time one minute each where they just have to brag nonstop about everything they've accomplished. Then switch partners. It's edgy, but they have to just keep going. Then everyone finds a new partner and does it again. I like doing 3 rounds. It can be helpful for people to journal a list of celebrations first so things are top of mind, but it's not necessary.
3. You can also give a pre-assignment to come to the ceremony with a list of 20 celebrations, and then have folks share the biggest one.

2. Harvest

Here you're giving space for folks to gather the wisdom they've gleaned over the course of the program. It helps to encapsulate hard-earned lessons, downloads, breakthroughs, and lessons they've received.

It builds on the celebrations and asks, *based on what you've accomplished (your celebrations) what wisdom or lessons have you gleaned about who you are and what you're capable of?*

I like giving folks a few minutes each to process this in a smaller group or with a partner, then share out the “wisdom nugget” to the whole group. It's incredibly rich for all.

3. Compost/Release

The purpose here is to clear the way for the next phase of the journey. What must be let go of or composted, in order to create space for what wants to happen next?

A real energetic release and permission to move forward can occur here. It also gives *you* insight into the challenges your folks are dealing with (super helpful so you can support them and also for your marketing!)

Here's a prompt you can use:

What are you ready to release/compost or more fully release/compost to help clear the path for what you want to accomplish next?

Tell folks releases can be physical (letting go of a certain type of work or a relationship) or energetic (letting go of self-doubt or fear of failure).

Another way of looking at release can be COMPLETION. So it's sometimes appropriate to ask: what needs to be completed so that you can move on to the next step?

I love asking folks to physicalize this one.

So whatever route you go, have them encapsulate the main thing and write it on a piece of paper.

If you're around a fire, you can all burn your pieces of paper. If not, people can just stand up and rip their papers. They can also burn or bury them later. This is a powerful, magical act.

I also always acknowledge that just because you release something one time verbally, doesn't mean it magically disappears - there is often much more work involved, but it is a DECISION to shift out of that reality, which is super powerful. And -- be open to it vanishing into thin air :)

4. Commit

This step helps both your clients and you understand the next step on the journey and the gap between where people are NOW and where they want to go. I say "gap" because you are always looking for the gap in business and how to help folks bridge it. Ideally, your next program can help bridge that gap.

This process lets folks figure out on their own what they want and also gives you info about whether they're a good person to continue on to your next program.

For this one, you can simply ask:

What's next? What do you want to be witnessed in committing to in the next phase of your journey?

5. Support

This final step helps folks put everything into action steps and implement their visions.

We ALL need support to move forward on our paths... whether it's energetic support from the Universe, support from a babysitter for a kid, house cleaning, therapy or whatever the work is YOU provide.

So after your clients commit to what's next, ask them:

What kind of support do you need to both reach your next commitment (#4 above) AND continue to release the blocks that could get in the way (#3 above).

This is most effective if you have people literally write down the support they plan on getting in priority order. You can ask them to read aloud the first step on their list and a date they will do it by.

You can go into further detail by asking what types of energetic support do they need (like adding something to their morning practice, gratitudes, invoking blessings or ancestors) and physical support (hiring a nanny, hiring an admin assistant, joining your program, etc).

This is a place where some folks will state that working with you is part of their support plan.

Close with Gratitude

I always close circles with a gratitude circle. It brings everyone's hearts together and creates awesome vibes to end your group experience. And then YOU get to thank the group for how awesome they are too.

PS...

You can also use this at the *beginning* of a program to help people get present and ready to step INTO your program. It's truly a great structure for any reflective time: New Year's , planning sessions, claiming processes, etc.