

# WHAT TO DO ONCE A CHALLENGE GROUP IS OVER

If you're wrapping up the last week of your Challenge Group, you're hoping that all your Challengers don't just scatter and go back to their old routines by cancelling their Shakeology, pushing pause instead of play, and stop posting results. Here are some ways that you can keep them on the path towards continuing into your next Challenge Group or consider becoming a Coach:

## Before the Challenge Group Ends:

### Plan the Next Challenge

It's never too late to start planning your next Challenge Group using the [My Challenge Tracker App and Portal](#) and start sharing your invites. Even if your Challengers will be participating in the next group, it's time to get them excited and build anticipation for the next round.

**Reuse what works, but don't repeat the experience.** The experience you deliver to your Challengers is going to set the bar for what they will experience as a Coach on your team, so don't cut corners, use what works to keep them motivated but strive to make each Challenge Group experience bigger and better than the last.

### Soft-Share the Opportunity

With one week left, start planting seeds so Challengers know that there are more opportunities beyond the Challenge Group:

- Share Sneak Peeks into the Coach Opportunity—communicate the value of coaching and show them the benefit of being part of *your* team
- Appeal to their goals: You've got to personally know your Challengers over the past few weeks. If you've had a chance to find out what matters to them, then talk to them about why becoming a Coach is the right option through a private message.

### Share your Coaching Community

Throughout the Challenge, you've built a sense of community that was essential for their transformation. The friendships, comments and daily dose of positivity should feel like a necessity for your Challengers to maintain their results. In your Coach Sneak Peeks, share a preview of the team culture with your Challengers so that they know that there is that there is a bigger team out there to join who share in the same mission.

## My Challenge Group is over, now what?

### Recognize! Recognize! Recognize!

If you've been recognizing your Challengers for the past few weeks, now is the time to really dial it up and pour out the positivity and appreciation for their efforts. Notice changes—inside and out—and give positive recognition where ever you possibly can! Encourage your Challengers to submit their results to the [Beachbody Challenge](#) for a chance to earn prizes and recognition.

### Maintain a New Mindset

There isn't only a change in physique, your Challengers got the results they did because they shifted their mindset. If they want to continue their progress, you have to keep the positive mindset strong by:

- Sharing Personal Development that relates to the group and encourage them to seek out personal development that is a better personal fit for them to complete on their own time.
- Stay Accountable! Your Challengers are seeing results due to mix of accountability, motivation, positive examples, and a shift in mindset. If this mix becomes imbalanced or fades, then so could their results.

### Present the next steps

There is a choice to make and you want to know which steps everyone will plan on taking:

- Continue for another round in your next Challenge Group
- Create a free group to maintain motivation and accountability (for example, Alumni group, motivational group, etc.)
- Consider helping lead others and become a Coach

Each Challenger will need a different path, so send your private messages and guide them on which option is truly right for them. Much like choosing the right fitness program, meeting them where they are at in their journey is key to building trusting relationships and cultivating leaders.

### Include a Strong Call to Action

If you create a call to action in a post, do something that requires your Challengers to comment so that responses catch fire quickly and center it around some of these factors:

- Transformation: get them to see the difference and reference things that you've noticed about them that they may not see. Ask them the major differences they've noticed before they began and now as they're ending.

- **Accountability:** improving health and fitness was the reason people joined the Challenge Group, remind them that committing to the process is better when done together in a group. Ask how they are going to stay accountable and how you and the other Challengers can fit into that plan.
- Use visuals and video. Get genuinely emotional and ask for a decision on where to go next.

### **Challengers Still Undecided?**

Be patient and stay invested in your Challengers, they may need a second round to go through before they make their decision of what to do next. The Challengers who stay for multiple rounds will understand the value of accountability, group energy and the reward of success.