The Post-Course Alumni Engagement Blueprint

Create a high-retention flywheel for your course grads without the headache of online platforms.

(no new content needed!)

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Don't let your grads drift away.

It sucks to teach an amazing, heartfelt, transformative course and then have everything you've built just fizzle away.

◎ You bust your butt on marketing. Even though it's not your thing, you do it to find the people who need you. And then facilitating the course takes a ton of energy.

👥 You know that your students need practice and motivation but you know what? You can't babysit a Facebook group on top of all your other jobs.

💨 So grads just scatter and you're lucky if they open your emails again.

We poured a decade of research into solving this problem. Eventually friends and colleagues who run courses wanted to use it too! We think it's the simplest, easiest, least-burdensome way to keep your keep alumni connected to each other and your work — **WITHOUT more content, facilitation or "community"-building**, because you have enough to do!

The answer is the art of alumni-to-alumni conversations.

Building community is a hard job.

It's exhausting to burden yourself with the heavy work of facilitating an online community — and end up giving away free content, time, and consultations to the loudest members, while your quiet talent and hidden leaders slowly drift away.

WHAT IF?

Imagine a scalable way to keep people connected across cohorts, that keeps them coming back for something that's **NOT your content**, that doesn't depend on your precious life-force. An elegant way for them to stay involved that keeps them learning, growing, and training in the skills and awarenesses you already worked so hard to teach them.

Here's the AHA:

Stop trying to gather them into groups, online or off. Instead, pair them up for conversations related to their shared interest, that give them value. 1:1 conversations are easier to schedule, more likely to be successful, and less work for you.

5 Valuable Ways to Pair Grads

🎙 Practice Partner

If they need to practice a new interpersonal skill like interviewing, pitching, nonviolent communication, or even a martial art or social dance, they'll value the chance to practice live.

✓ Accountability Partner

If they are trying to establish a new habit, like writing, storytelling practice, social media, or lucid dreaming, they'll want an accountability partner where they can share snippets of work, little victories, and metrics.

⚡ Brainstorm Buddy

If they are applying your new framework, paradigm, or philosophy to their life and work, they'll want someone for more open-ended, generative dialogue and sense-making.

♡ Empathy Buddy

If they are on the front lines, engaged with high intensity work, or facing major paradigmatic changes, they will benefit from being paired up for listening and reflection within a clear framework.

⚓ Identity Reinforcement

If your community members are part of an innovative or early stage new idea, they will want to have opportunitites to reinforce the meaning of their network membership and activate the shared identity and sense of mission it gives them.

Which of these do you think your grads would value the most?

REMEMBER, WE'LL DO ALL THE HEAVY LIFTING!

⚠️ 5 Pitfalls of Buddy Systems

1 **You just tell people to "find a buddy."**

Telling people to look around the Zoom room or to go to your Facebook group and "find a buddy to practice with" is a joke, it won't actually happen. That is overwhelming and confusing for most people.

2 **You pair people up once and never revisit.**

This is a recipe for awkwardness. You might think they are perfect but you really don't know. And then they don't know how long they are stuck with each other and what to do if it doesn't work out.

3 **You decided to install an auto-matching foreverbot.**

Free random coffee integrations like Donut might work for a little while but most communities find they quickly become irritating and conversation stays superficial.

4 **You figure, "it's easy, I'll just pair people up myself."**

It's not easy, Believe us. You'll find yourself in spreadsheet hell, trying to remember who gets along with who, and irritated by chasing flaky people.

5 **You do nothing.**

This is also the wrong answer, because people who could become loyal advocates and raving fans and serious practitioners scatter to the winds.

The Art & Science

In our years of experimentation we have found the following five principles work:

1. Programs, not forever.

Your alums get invited to join a 7-week program where they'll be paired up with someone in the network who wants to work on what they want to work on.

2. Depth, not surface.

Your grads need priming to bring the best of their attention to the conversation, so cues like how to prepare, and guidelines like a 1-hour default meeting really help.

3. Opt in, opt in, opt in.

People should be prompted to meet with a fellow alum who is explicitly available and wants to meet THAT WEEK.

4. Assign roles.

It is a huge mistake to just pair people up and tell them to "find a time to meet." You also need to assign who will take point to schedule the meeting, or it won't happen. This is gold!

5. Log the conversation.

You want to get insight into what happened in the conversation, OR if it didn't happen, so you have conversation-starters with network members, ideas for new content, and can identify who's systematically flaking.

We can help you.

Don't suffer on. It's a huge waste, and infinitely demoralizing, to have people you've hustled to recruit and labored to teach fizzle away from you after you've created so much amazing momentum with your incredible course. When they leave the Zoom room that last time, you lose out if you don't have a post-course alumni engagement flywheel.

Keep all those people who have already fallen in love with you connected to your work, while you go on to serve the next cohort. All those adorable, motivated, hardworking students can become a huge lift to your community with a simple engagement program that takes you out of the loop.

Then they can become future assistants, peer mentors, and people who could inspire others with their process and practice, advocating for you and championing your work. All while getting good at the skills you taught them and creating lifelong friendships.

Book a call and join the 2026 waitlist

Let's get your alumni community connected!

Join the Waitlist →