

Q2 IS NOT THE TIME TO COAST— IT'S THE TIME TO CORRECT, ELEVATE, AND RETAIN



Let me say this clearly. Q2 is not your “keep things moving” season. It’s your get honest, get aligned, and get it together season. Somewhere between the excitement of Q1 launches and the push toward Q3 outcomes, Q2 gets overlooked. People treat it like a filler quarter.

But this is where programs either lock in their impact... or start quietly losing their people. And if you’re a director, program lead, or cohort facilitator, this is the moment where you need to lean in—not pull back. Because by now? The data is talking. Your participants are showing you everything you need to see. The real question is: Are you actually paying attention?

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The Slow Fade Nobody Talks About

Retention doesn't just drop off one day. It fades. It looks like:

- People showing up... but not really engaging
- Assignments getting turned in late—or not at all
- Cameras off, energy low, conversations dry
- Feedback that sounds nice... but feels surface

And too many leaders take that personally—or worse, put it on the participants.

“They're not committed.”

“They're not ready.”

“They're not putting in the work.”

But let's be real. What if it's not their commitment... it's your delivery?

What if your program hasn't evolved to meet who they are right now?

Your Cohort Has Evolved—Have You?

The people in your program today are not the same people you built this for. They're dealing with more pressure, more burnout, and way less patience for anything that doesn't feel relevant.

They want:

- Real outcomes
- Personalized experiences
- Connection that actually feels like connection

But a lot of programs are still running on:

- Outdated curriculum
- One-size-fits-all delivery
- Minimal space for participant voice

And here's the truth a lot of people don't want to say out loud:

If you haven't evolved, your retention will reflect that.

It doesn't matter how good your content is.

People don't stay for information anymore.

They stay for transformation, connection, and alignment.



Let's Talk About Where You Might Be Missing It

This is the part where you get honest. You might be over-teaching and under-connecting. You're giving them information, but not creating an experience. You might be collecting feedback... and not moving on it fast enough. By the time you adjust, they've already checked out.

You might not have evolved as a facilitator. And yes—I said that. Because facilitation is not static. It requires growth. There might be a gap between what you sold and what you're delivering. And even a small gap will break trust. And let's be honest—retention might not actually be a strategy for you. You're hoping it happens instead of designing for it.

Q2 Is Your Reset Point

The good news?
You still have time.

Q2 is where you pause—not to stop, but to realign with intention.

Ask yourself:

- Where are we losing people—and why?
- What feedback have we ignored or delayed?
- Are people actually growing, or just consuming content?
- Are we creating transformation—or just delivering sessions?

And the real question:

Who do I need to become to lead this cohort at this level?

Because elevation doesn't start with your curriculum.

It starts with you.



Elevation Requires Ownership

This part takes maturity.

Being able to say:

- “There are gaps.”
- “We need to do better.”
- “We haven’t fully met our people where they are.”

That’s not failure. That’s leadership. Because the programs that stay stuck? They avoid this conversation. The programs that grow? They lean into it.

And when you do:

- Your participants feel it immediately
- Engagement shifts
- Retention improves
- Your impact deepens

And now your program isn’t just something people complete. It’s something they talk about. Something they recommend. Something they remember.



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What Elevation Actually Looks Like

Let's make this real.

This could look like:

- Updating your curriculum so it's not just accurate—but relevant
- Making your sessions more interactive and participant-driven
- Creating intentional moments for connection and accountability
- Shifting from “teaching” to actually facilitating transformation
- Pivoting when something isn't landing—in real time

This is not about being perfect.

It's about being responsive and intentional.

Your People Are Waiting on You

Let me tell you something. Your participants know when something is off. They can feel when a program is running on autopilot.

They know the difference between being guided and being managed. And what they're looking for is simple:

Leadership that is present, aware, and invested in their success. Not just at the beginning. Not just at the end. But right now—in the middle.

This Is Bigger Than Retention

Yes—retention matters. But this is really about responsibility. People trusted your program. Their time. Their energy. Their goals. Q2 is your opportunity to honor that in a deeper way.

Not just by delivering what you promised—but by elevating the experience beyond what they expected.

The Shift Starts With You

You don't need to burn everything down and start over. But you do need to be honest. Because the difference between a program that struggles...and one that actually thrives?

It's not resources.

It's leadership.



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BOOK YOUR DISCOVERY CALL

Ready to Elevate?

If you're reading this and something hit—you already know where the gaps are. That awareness? That's your starting point. Now it's time to do something with it.

At ILACEO, I help directors and program leaders:

- Identify what's really breaking down in their cohorts
- Strengthen engagement and retention in a real way
- Elevate how they show up as facilitators
- Build programs that actually transform people

If you're ready to stop maintaining your program...and start elevating it, Let's talk.

[Book a Discovery Call](#) and let's take a real look at where you are—and what it's going to take to get you where you need to be.

Because your cohort deserves more.

And so do you.



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