



# The Curriculum Lab

~ with Joanna Lindenbaum ~

*Create signature coursework, exercises, and content that allow your programs, products and events (online or off!) to be as powerful as working with you!*

## **EXAMPLE OF A CURRICULUM JOURNEY WITH LAYERED EXERCISES**

- TOPIC OF THE RETREAT CURRICULUM  
    *“Owning Your Full Voice in order to Grow Your Business”*  
    (This was about 1 day of curriculum – 8 HOURS)
- I’m not starting at the very beginning of my curriculum for the retreat ITSELF where I create the container and do the preliminary Steps 1-3 before Methodology.

### **STEP 1: Introduction to Your Voice**

*You’ll notice this step is mostly presentation, teaching, creating an intellectual framework, inspiration & heart connection to the topic, investment and context creation (similar to steps 1)*

- [PERSONAL STORY about owning my own full voice: to Activated Start & Endpoint of Hero]
  - Story about Nancy and Summer of 2015
- [DEFINITION] Define “Voice”
  - What does Voice mean in the context of your business and life?
  - Examples:
    - Speaking directly, honestly and without fear with clients
    - Being honest and direct with team members
    - Being willing to market and be seen
    - Showing up fully in your marketing; speaking about what you believe in, in your marketing
    - Being bold on enrollment conversations; speaking what you see without fear of offending
    - Having your offerings truly and authentically match your passions and brilliances
    - Sharing with family and friends exactly what you need
    - Etc

- [WHY/VISION] Why Claiming your full voice is so important for your biz and your life
  - The more you claim your full voice, the more you are able to:
    - Go deeper with your clients in effective and loving ways
    - Magnetize clients, and more specifically, ideal clients
    - Use your business to make impact on the issues that are important to you
    - Make more money, raise your rates
    - Have more of what you want overall
    - etc
- [WHY/GAP] What happens when you don't Claim Your Voice
  - Things take slower with clients; you beat around the bush, don't get to full breakthrough
  - You and your work stay hidden
  - Maybe you market, but it's not aligned and then you don't attract aligned people
  - Have programming you aren't really excited about
  - Team members who don't really work for you
  - Etc
- [SETUP] Possible reasons why you don't fully own your Voice
  - Fear of judgement
  - Fear of failure
  - Fear of offending others or making them angry
  - Not actually liking your voice
  - Told to be quiet when younger
  - Dangerous

## STEP 2: Get Clear on Your Own Voice Wounds

- [FACILITATION POINT/PRINCIPLE POINT: RESISTANCE]
  - Especially if you've been working with me for a while, you've healed some of your voice wounds, and we're going to go deeper today; I want for us to take this very seriously. It can be kept super surface and you'll get some insight at that surface level for sure. But Voice wounds go deep. No matter how much work you've done in terms of your visibility, there is always still goo and much to be learned from looking at where your voice is flowing and where your voice isn't flowing.
- [Journaling to LOCATE WHERE THEY ARE & HOW THIS IS AN ISSUE FOR THEM]
  - Where is your voice stifled/are you stifling your voice in your business right now? How often do you currently censor yourself in your business?

- Team (including vendors)
  - Clients
  - Prospects
  - Marketing
  - Offerings
  - Family & Friends
- [Journaling to UNDERSTAND BIGGER PICTURE & IMPACT]
  - What are the results of being stifled in these areas?
- [LEARNING BY PRIORITIZING/HONE IN BY PRIORITIZING versus generalizing]
  - Pick the top 1 to work with
- [GROUP SHARE]
- [SERIES OF QUESTIONS TO UNDERSTAND WHY THEY ARE STIFLED/WOUNDED in their VOICES]

*These questions make use of PATHWAY #3: Create Awareness Around Fears.*

*TRANSFORMATION PRINCIPLE: Shine a Light on Wounds and Fears*

*TRANSFORMATION PRINCIPLE: Lean into the hard places, not out*

*→These questions can be asked as Journaling Questions or Partner Pairs, which would activate intellectual level, and possibly emotional and spiritual levels*

*→These questions could also be asked in a visualization with the belief itself as an anthropomorphized entity, which would activate the intellectual, emotional, spiritual and body levels*

*→Before you go to some deeper places around origin of wounds/fears, it can be helpful to pre-qualify – share the importance of looking, etc.*

- What are you scared might happen if your voice would open up & flow in that area?
- Where does this fear originate from?
- What events or series of events brought it into being?
- How old were you?
- Who modelled this for you? Where did you learn it from?
- What's the belief behind it?
- How has it served you?

- [PARTNER SHARE – to begin processing, integrating, and seeing more pieces]
- [WHOLE GROUP SHARE – for more processing, normalizing, and examples...and also for facilitator to track]
- [INDIVIDUAL 1:1 – This is where facilitator would also likely hone in on some of the shares, go deeper, do coaching and deeper transformational work for individual + for the benefit of the whole group]

### **STEP 3: See & Feel Your Voice**

*This step is about taking all of the new awarenesses that are coming through about Voice Wounds deeper and more integrated into the heart level and body level*

*Transformation Principle: The more human beings can consciously & intentionally see, feel & connect with and own their fears, beliefs and wounds, the more able they are to move beyond them*

*Transformation Principle: When you can support a client to visually see an issue or somatically feel an issue they are processing through, it can help speed up the transformation process*

- [EXERCISE SETUP: A little bit of talking/context on Seeing and Feeling Your Voice – Intellectual Level]
- [HEART CENTERED VISUALIZATION + BODY SCAN]
  - Where does voice originate from?
  - What is it's pathway through the body
  - Where are the open places?
  - Where are the stuck places?
  - Where are the places you love?
  - Where are the places you hate?
  - Go deeper into stuck places
- [DRAW WHAT YOUR VOICE LOOKS LIKE]
  - *Facilitation Note: Have music playing in the background when you lead drawing exercises*
- [PARTNER SHARE for INTEGRATION]
- [GROUP SHARE for TRACKING, FURTHER INTEGRATION, 1:1 WORK]

#### **STEP 4: Release the blocks in your voice that no longer serves you**

*Transformation Principle: Letting go of something in the way – or being willing to – can help create something new*

*Transformation Principle: Sometimes you can release something in an instant, other times it takes multiple releases, a process.*

- [SETUP EXERCISE]
  - Speak about the purpose and value of releasing
  - Speak about the process of release
  - Address resistance to doing the body shaking
  - Talk about “rules” of shaking
  - Possible demo
- [GET INTO GROUPS OF 3]
- [DETERMINE PARTNER #1]
  - What are you ready to release?
  - Why?
  - What is a word to symbolize this?
- [SHAKE]
- [DRAW VOICE – to integrate further, to see what has shifted, to ground]
- [PARTNER SHARES WITH REFLECTIONS]
- [REPEAT FOR OTHER TWO PARTNERS]
- [GROUP SHARE]

#### **STEP 5: Get Clear on How You Want to Bring Your Voice into Your Business**

*Transformational Principle: After doing deep inner work, ground back into concrete applications and results; inner & outer work function best together*

- [JOURNAL]
  - What would you like to be speaking & using your voice in your business that you haven’t been?
    - Marketing and Message
    - Clients & Offerings
    - Team
    - Family & Friends

- Why do you want to be using your voice on these things? What will the impact be?
- What would you need to believe in order to bring your full presence to these things?
- What are at least 2 pieces of evidence that this new belief is viable?
- [SHARE]

#### **STEP 6: Practice Owning Your Voice Practically**

- Practice this in groups of 2-3:
- Speak 1 Truth that you have been Lying About (USE GROUP to YOUR ADVANTAGE]
- Get Reflections back from Partners
- Group Share

[SEAL IN DAY] What are the most important things you're taking from today?

➔Following Day of Retreat – Get into nitty gritty of marketing based on what came through on this day