



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!

Homework Week 1: Start Crafting Your Solution + Framework

On our training call we already began identifying together the:

1. Format of Vehicle for Your Curriculum
2. Where your Hero is starting and where your Hero is ending for your particular curriculum
3. Identifying the Specialized Journey that Your Hero is taking.

Continue to flesh these out for yourself. (Remember they can evolve and change – that's part of the Curriculum Development Process!). And then from there...

Map Your Solution + Framework



Your Assignment Part #1: The Brainstorm Dump

Start to identify each of the possible steps of your Hero's journey along the way, starting with where your Hero is beginning your course, and ending with where you want her to be at the end.

The BEST way to identify the steps is to ask yourself:

- What are the steps YOU have taken (inner and outer) to reach the goals you've set for your Hero?
- What are the steps you've navigated your 1:1 clients through to get to the goals you've set for your Hero?
- What are the actions required to get to the solution? What are the new beliefs required to get to the solution? What are the fears and blocks that need to be addressed to get to the solution? (Inner and out pieces).

Remember:

- This is a creative process so have fun!
- On your first brainstorm on this, let it be a brain dump:
 - Don't censor yourself – just allow your ideas to come through, and then later you can eliminate the ones that don't feel aligned
 - Don't worry about "order" of steps
- Remember that the GOLD is in the details, so slow it down, and get to the details
- Don't apply any Myth of Perfection!

Your Assignment Part #2: Draft One of Your Framework

Start to curate all of the "steps" you've written down to create the ordered, step by step journey that you'll be taking your Hero through in your curriculum.

I sometimes like to write each step on a piece of paper or sticky note, and then start grouping them by similarity, and play around with the order of things.

Your Assignment Part #3: Draft Two of Your Framework

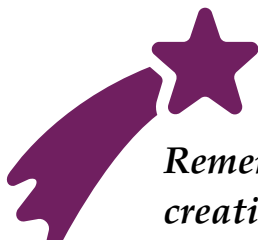
After your Draft #1, refine again. For each step that you map out, ask some of the following questions:

- Does this easily connect to the step before?
- Is this on the road to the final destination on the journey, or is it an out of the way scenic view?
- What about this step does my ideal client specifically need to know?
- Why is this step VITAL to my Ideal Client?
- Are there steps within this step?
- Is this step too challenging or too basic for my Ideal Client? What can I tweak to correct that?
- What is the main point/main principle/philosophy behind this stop on the journey?
- Is this step juicy, 3-dimensional, and in Technicolor?

Your Assignment Part #4: Draft Three of Your Framework

Refine yet again! Once you get through all of the steps:

- Do they connect like a journey? (Take yourself on the journey or visualize an ideal client going through it)
- Is each step vital and necessary?
- Are there any steps or details that are missing?
- Have you included details in each step that will help adapt to different levels?
- Are these steps on your “edge” or do they feel stale to you?
- Do these steps incorporate your brilliances, wisdom, and talents?



Remember: This is a process, and you may need a few creative sessions over this week & next to develop your steps. I ALWAYS create at least 2-3 drafts:

- ✓ Schedule in enough time to give yourself creative space for this.
- ✓ Leave some time and space in between drafts for things to settle, for you to marinate on things (let ideas come through in the shower or walks, etc!, and to be able to look at things with fresh eyes
- ✓ Don't get frustrated; have fun!
- ✓ Keep on coming back to your Ideal Client and the experience and journey you are taking them on.