



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!

Module 1

0:52

Hello, everybody, welcome welcome. Give a minute for folks to arrive and then we'll get started usually meet don't have for classes for people to be admitted from the waiting room. So I don't know what happened there. But I'm just going to take a moment so that I can admit everyone coming in and we'll get started.

2:12

Okay

2:24

all right. So well, gum, everyone, I'm so happy to be here with all of you for curriculum lab. Yay. I'm so glad that you're here. For those of you that don't know me, I'm Joanna Lindenbaum. And I am just thrilled and proud and honored, really just so honored to be your guide for this transformational course. It's so good to see faces and wonderful human beings that I know. And it's so good to see faces of wonderful human beings that I'm going to get to know over the next couple of weeks, I really, really just can't wait. over these next six weeks, I'm going to be giving you tools that I've developed over the last 20 plus years to be able to create deep transformational, effective, and honestly really kick ass excuse my language curriculum. So that by the end of our time together in the lab, not only will you hopefully walk away with a beautiful and powerful curriculum for yourself, but you'll also walk away with a repeatable curriculum development roadmap that you can use anytime you want to create a new curriculum. So if you're here, I know that you already value going deep, you know how important a masterful curriculum is and how vital it is to create a transformative experience and really to create incredible results with your clients. You probably also already know that when you put together a curriculum or a program that's truly and deeply transformational. That one That not only your participants love, and appreciate the work together, but when they when you do this, your clients are more likely to resign. To renew, to refer and to tell everybody they know about it. But it's even more than that. When you put together a powerful curriculum, you know that you're at the top of your game, you know that you're bringing your gifts, you know that you're bringing your thought leadership, and that you're making a real impact. curriculum

with depth is one of the most important keys to all of this. And I think what I just want to add there is that that would be enough, right. But the beautiful thing about creating a powerful curriculum is that you can then use it in all of your marketing, the basis of your curriculum can then get used for your sales pages, for your podcasts for your social media posts, for your newsletter, you for your blog, articles, et cetera, et cetera, et cetera. Now, I really see curriculum skills are I really see curriculum skills, and then facilitation and coaching skills as separate but very related skills that work together. So it's like a good curriculum becomes a well crafted and beautiful piece of written music. And then masterful facilitation. And coaching is kind of the musician when the musician brings that beautiful piece of music to life. The coaching and the facilitation are like the spirit and the energy that you bring to that beautiful piece of music. So a piece of music is kind of only as good as the player. In the same way that curriculum becomes more alive with the coaching and the facilitation skills of the facilitator. So while we're not going to get too deep in curriculum lab into the facilitation and coaching skills, we will get into some of it because there's no way that I can teach curriculum and exercise development without also teaching some coaching and facilitation skills. So we will get to some of that. But what we're really going to do here over the six weeks is a real deep dive into the curriculum skills. And this is going to change how you think about your programming and the exercises in your programming, I hope forever. Plainly put, we have some big work to do. And even though there are some folks out there that claim you can create an amazing curriculum in a day, or even in a week, I will share with you that from my decades of experience. I haven't seen that to be the case unless you are so practiced at creating curriculum. So even for me, even though I teach all of this even for me, at my quickest, it can take at least three or four solid sittings and lots of thinking and marinating in between the sittings, I get my best ideas in the shower on my walks around the block. So even at my quickest, let's say to create a three day retreat curriculum, it takes three or four good sittings on it, if not longer. And that's not bad news. I want to be clear about that. That's not bad news. That's good news. And that's because we're not talking about putting together a surface curriculum. We're talking about putting together something highly transformational, something engaging, deeply, deeply engaging, something that really changes and impacts our students and our participants. So it's not so sexy to say, although it you'll see it is sexy. By the time we get to the end of it, it takes a little bit of time. In order to put a curriculum together, that's why we have six weeks together. I want you to be marinating in it a bit. I don't want it to be a quick once and done for you. I want you to have the space for inspired ideas to come through on your walk around your neighborhood or in the shower or wherever they're going to come for you and then for you to have the structure to put it all together. It's the layers make the difference between a good curriculum and a fantastic life changing curriculum. Now, I'm intuitive, those of you that know me, you know that I'm intuitive. And at the same time, I am a Virgo. So I am a very detail oriented system, I love systems. It's very important to me. And so what I'm going to be sharing with you over these six weeks is intuitive. But it's also a system. It's also a process, there's enough space in it for all of the kind of magic to have your magic to come through. But we're also going to follow a process. And it's the same process that I use for myself over and over and over again, for any curriculum that I create. And it's the same process that I've taught hundreds and hundreds of my students.

11:08

The first two modules of this system that we're going to be looking at so our first two training modules of the lab, which will take us through the first three weeks, are designed to help you uncover explore, and effectively with nuance, lay out your content and your thought leadership points and philosophies. That's the first three weeks of the program. And then the second three weeks of the program are going to be about deepening the content pillars that you laid out in the first three weeks about sculpting them into powerful exercises, and learning vehicles and experiences. And really getting into the psyche and soul of your clients and clients to be and how to work deeply there with your thought leadership. So it's almost like we're gonna craft the backbone of the curriculum, first, we're gonna get all the thought leadership and the framework out there. And then we're gonna go back to that backbone and flesh it out, make it Meteor and juicy or, and filled with magic. So the program kind of gets more exciting week by week. And as we go along, we kind of have to start out basic, and then get to the super fancy pieces. That being said, we're not going to be putting your curriculum together in a sequential order. So we're not going to start with like the very first thing that you're going to say. Instead, we're going to start at the core, and then work our way out to the ends. This will make sense as we go through it, I promise. But I'd like to say this ahead of time, so that there isn't confusion, I am going to be asking a lot of you. And I'm going to be asking to stretch yourself at moments. Because I know that that's what you want. So give me one moment, we're having a little I don't even want to say tech issue, but I just need to make someone on my team co hosts so they can continue to let folks in. Okay. All right. Okay, so all of this being said, and I love that people are already introducing them in the chat. And we'll have opportunity to do that and more of that in a couple of minutes too. But keep the keep the intros coming as well. I'm so glad you're all here. I want to spend a couple of minutes to share how to best use curriculum labs so that you can get the most out of it. I know that most of you are here, because you want to walk out of this six weeks with a concrete curriculum. And if that's your goal, then I want to recommend a couple of things. So first of all, if you're able to come to the calls live, I know some of you can't, but if you're able to come to the calls live, please come to them live. We're gonna have opportunities for lots of questions. And I know for a lot of people if you can kind of be in the container of the live call, you're more apt to stick with it right. So if you can make the live calls, please do if you can't. The recordings are usually there by the evening of a Have so like by tonight, you'll have it there for you ask a lot of questions. On the calls themselves. I'm going to be pausing throughout to answer questions, ask questions in between our calls as well. So if you're on Facebook, we have a Facebook group, a lot of you are already in there. If you're not, and you're on Facebook group, I really recommend getting in there. First of all I'm going to be throughout the week, I shall share like extra little tips and motivation and just kind of funny things like things to keep us going because we're in a creative process here for six weeks. The Facebook group is also there for you to ask any questions that come up in between our calls. I love those of you that already know me, you know this, like I am here to meet your needs. I love questions. Never hold back from asking, I'm always happy to answer. You can use the Facebook group also to bounce ideas off, share pieces of your curriculum that you've created for feedback, I will read every post in there and respond. If you're not on Facebook, I know a couple people aren't, you can get in touch via email if if you want as well, because I know just for some people, Facebook, you just refused. I shouldn't say refuse. It's not aligned for you to be on there. And I really honor that as well. Here's another thing that I really want to recommend for all of you put aside at least 90

minutes a week outside of our Monday training calls in order to do the homework and develop your curriculum.

16:51

For me, and you can decide how you want to break up the 90 minutes if it's all in one sitting. Or if it's you know, 245 minutes sittings know your own internal pace for some people like 45 minutes is their limit, they just can't possibly sit for more than that. For other people having that longer space, maybe you need to putter around a little bit during it or you know, whatever it is so know what's right for you. But I'd put aside at least 90 minutes a week. Your 90 minutes a week could be coming to our get it done sessions, we've got five get it done sessions throughout the course of the program involved, we'll be with you for those, those are 90 minutes long. And it's an opportunity to to bring your curriculum that you're working on and in a container, get it done. It's a really beautiful process that we have for those, get it done sessions. And invol is amazing. And she'll just hold the container and also answer your questions there. So if you're planning on coming to the Get It Done sessions, that can be your 90 minutes. Also, if you're planning on coming to the Get It Done sessions and you have extra time, you can add more time on your calendar as well to do the work. What else do I want to tell you about how you can be most successful Oh, so this is new or trying it out. But I'm really excited about it. I've asked both invol and Caitlin who are on my team, some of you know one of them or both of them to check in personally, with each of you twice during the next six weeks to help you stay on track. Some of you aren't going to need a check in call, you're going to be on it and moving forward and doing what you need to do. These aren't coaching calls or like feedback on your work calls. These are check ins and calls that if you're like I'm not quite on track, and I need to get back on track. They'll be there I'll be there too. But they'll reach out individually to see if there's anything you need so that we can help get you on track. We want you to be successful. I think the other thing that's important to say is have patience. This is a process. And it's curriculum creation is a cyclical process, not a linear one. It's a cyclical process, not a linear one. So what that means is that the ideas that you start off with this week for your curriculum in week one may shift or change as you move through our process. In other words, that you're you Unique thought leadership may not make itself totally known on day one. And I just want to normalize that that is completely normal and more than okay, and you will still create your curriculum again, because it's a process. Some people can kind of just like, download it 123. And they can, you know, and then just, they're gonna run with that. And then for other people, it's like peeling an onion, you need to start with some ideas, and then watch how they shift and change whatever your process is, there's no wrong way to do it, we make ourselves wrong. And then we layer on the shame and the frustration so easily. I want to remind you that this is a creative process, creative processes, have some fits and starts, they have some roads that were like, oh, no, that's not quite the right way, I want to shift it a little bit this way, or a little bit that way. There's no wrong way to do this process. So long as you show up, you do the work, you keep on showing up, you stay present with it. And you do not apply any myth of perfection, as you move through it. That will help you get where you want to go. All right. So hopefully, just from what I've described, you can see that there's a lot of support in a lot of ways here for you way more than one would normally get in a six week program. And I want to encourage you to use all of the support or as much of the support as you can. A lot of what I'm going to share

with you, especially today, I promise, we're going to spend like two more minutes on our intro, and then we're gonna get into the heart of the call. But a lot of what I share with you, especially today, at first is going to seem really obvious to you. And I mentioned this, because particularly if you're a smarty pants like I am, just because it seems obvious, keep your ears open, the gold is in the details, the gold is in the details. All right. Last piece, by way of introduction, this is an important one. Resistance might show up as we move through the process, and resistance is probably pretty likely to show up at some point in the process. I just want to name it like right now. So that it's we can normalize it. So have you know one of my favorite quotes that I heard this from Brene. Brown. And it just rings. So true is that normalizing is the opposite of pathologizing. Normalizing is the opposite that moment, we think that we've done something wrong, because we have some resistance, or we have some fear coming up, or we have some frustration coming up, or we feel a little confused or a little blocked or whatever it is the moment that we judge it or we think that we've done something wrong, or there's something wrong here, or whatever that is, is the moment that we're cutting ourselves off from the best possibilities of moving forward. Right? So instead, when the resistance comes up, and again, the resistance might show up as feeling confused as feeling like, oh my gosh, I don't feel like working on this. The resistance might show up as Should I really show up for class, I think I'm going to skip it this week, right? The resistance can come up in so many ways. But what I want to invite you to do is when the resistance shows up, remember for now, that it's almost always just a symptom of fear. It's almost always just a symptom of fear, a fear of Am I smart enough to do this? Are people going to love this? What if people hate this? What if it doesn't work, right? And fear is a natural normal part of the process of change. And so resistance is a normal, natural part of the process of change and growth. If the resistance comes up, notice it. Don't hate on it. Don't judge it. Don't shame yourself for it. Instead, see if you can love on it. Just love on it. Have compassion for it. You can have resistance or fear and at the same time still move forward, the two can live together, you can be scared. And you can also take steps forward. But what's key to it is regulating your nervous system in that and just loving on it. And just having compassion for it. And as we move throughout the program also give little tips as well for working with the fears. Alright, let me pause there any questions on anything I've shared so far? By way of how to best use the program. And you can just raise your hand so I'll see it in the sidebar, and I'll answer because I can't see all all the little boxes of your pieces at once. Anyone have any questions? I feel like I laid it out pretty clearly. But just asking just in case.

26:11

Okay, so with all of that, let me ask you. And this is might sound like a funny question, but take a moment with it. Why are you here? You've made the effort to be here. Why are you here? What is it that you want? For yourself? And for your work? Take a moment and get clear on that what is it that you really want? Yeah, what is it that you really want? Why are you here? Natalia saying to create experiences that transform people so that they leave our retreat a different person than they arrived to have impact? I love that. Thank you for sharing that. Please feel free to share in the chat. Why are you here? What is it that you really want?

27:39

Elijah saying I want to I just lost it to understand my system for work so that I can communicate it to my people. Beautiful. Yes, you will get that here. Francesca saying to transform myself and help others to do the same. Beautiful Yeah, as Julie saying, I want to honor this teaching that is moving through me in the highest and deepest ways possible. And love that. Yes. Karan is saying I want to learn how to take people on a journey. Yeah, we're gonna start to talk about that today. Julie's saying to recreate my curriculum in a way that feels totally unique. Ly me so deeply in my gifts and that I'm so excited that I can't wait to share it with folks or I'm so excited about I can't share it with folks. Yes. Marie is here to create a kick ass curriculum that transforms I love these Don't you feel like each of these could apply to each of you right there. They're like, personal intentions that are really like collected, we can each take them on. These are all I'm gonna read all of them, but I will later these are all beautiful. Okay. So when you think about we can say that's your outer intention, right? why you're here? Yeah, another question for you. What's your inner intention for our time together over these six weeks? So let me tell you what I mean by that, based on your outer intention which you just identified. What is the how do you want to show up for yourself and your curriculum development? What is that energy that you want to be bringing to this process to for example, do you want to bring curiosity to the process? Is that your inner intention? Do you want to bring confidence and knowing to this process? Do you want to bring a sense of humor and a light heartedness? Do you want to bring a beginner's mind And do you want to bring trust? What is your inner intention? I'll put that into the chat. What's your inner intention for this course and for this process?

30:28

Fun clarity and fun wholeheartedness joy and peace. Yes, curiosity, and trust. Trust life's creative intelligence things are beautiful to dance with this expression of my heart, full the journey, no attachment to outcome lusciousness Yes, yes to all of these. Yes, warm, tap, wonder these are all wonderful. So whatever that inner intention is for you, I want to invite you to take a moment and actually set it for yourself, don't just have it be like a word that you just wrote down in your notebook, but actually embody it. So if it feels right for you, you can close your eyes or if not keep your eyes open. And I invite you to take a moment and feel the energy that you just wrote down, feel it in your body, whatever it is the curiosity, the warmth, the trust.

31:47

Start to practice being in this energy for your curriculum.

32:00

And from this place, set, the intention to keep on coming back here to this place to this energy

32:14

whatever that inner intention, energy that you named is right for you. That is one of the antidotes for when you go into resistance, or when the fears come up, or when the blocks come up. Come back to that energy. Take one more moment with it and set that intention with a deep breath in and out.

32:54

Okay, so one of the biggest things that we're going to look at today, and really get very deep into is the following principle, that's gonna allow you to not only create the structure and backbones of an effective curriculum, but it's also going to help you mind and get into the details of your unique thought leadership. Some of you already know this principle from the preview workshop, we're going to really unpack it today. And the principle is, take your participants on a journey. Take your participants on a journey. One of the biggest mistakes that I often see leaders make is that they put together for their programming exercises and teaching pieces or activities that are all good activities are good pieces of content, really beautiful ones, but the different pieces don't fit together. And if the different pieces don't fit together, then the curriculum isn't fully effective. your audience's going to get lost or confused or disengaged, or they won't completely feel the relevance or the importance of the material. So for example, let's say you're a business coach, and you want to lead a workshop on how to bring in more clients. As you go to put together your curriculum, you might say to yourself, I want to do a teaching on how to create a really solid marketing funnel. And then I also happen to be a Reiki Master and I know that Reiki is going to help with all of this. So we're going to do that. And then I've got this really cool new way of writing copy. So I'm going to teach that And then I think it's like, you know, values is really important. So we're going to do an exercise on values, that's not going to work, there might be a way absolutely to utilize each of those exercises. And each of those talents, there probably is a way in the curriculum. But the way you set up the curriculum, the underpinnings behind it all is what's going to make the difference between a hodgepodge of interesting exercises, and then a highly effective and seamless experience of growth and new skills development. As an aside, this also solves the problem that I oftentimes hear people say, of, I need to have only one modality, that's not true, you get to have as many you can be a Reiki Master at a marketing, you know, Master and like this, that shadow like all the things you don't have to have one modality, you can bring all of them in to enrich your teaching and your thought leadership. But the way you do that is to find the underlying journey that it needs, it wants to be organized around. So you want your curriculum to follow a journey or a path. Think about a hero on a hero's journey, right? And we can just look at Greek mythology, or any novel that you've ever read or play, or TV show, movie, etc. The hero literally needs to go on a journey. In order to receive all of the learning and the transformation. She can't just go straight from point A, and end up at point z and get everything she needs to know. Your course participants are the hero and your curriculum is the journey that they walk on. The different exercises or topics that you share in your retreat, or your workshop or program literally become each of the steps on the journey for your participants to achieve the results that they want to achieve. We don't want any steps on the journey that aren't leading the hero towards that end result. It's. So I'm a visual person. And so another way that I like to think of this is kind of like a road trip. So if you think about road trips, let's say you're on the East Coast, New York, and you want to get to the West Coast, Portland, you want to plot out the route that you're going to take with each of the stops on the route. That's the best way to get to your destination versus a hodgepodge that will get you distracted, right? Like the Reiki in the example that I gave, it might be one of the steps to get to the West Coast, or it might just be like totally north and out of the way and have nothing to do with the journey. So we want to kind of get clear on the journey. Now, there are six main components to the overarching journey that you want to include in your curriculum. There are six main components to the overarching journey that you want to include in your

curriculum. I'm going to give you right now a quick overview of them. And then we're going to hone in on one of the steps for the rest of our time together today. I'm going to share my screen. So you can take a look at this. Can we look at this together. Can y'all see that? Yeah. Okay. So there's six component overarching components of a curriculum journey. The first component, the very first step is you want to help your client, your audience, remember why they're taking this journey with you. So from the moment that a student or a participant signs up for your program, to the moment they actually get to the first call. They may have kind of forgotten even if they remember Alright, like I know I'm here to create curriculum, but they may have lost some of the deep, why the deep inspiration, the activation, that excitement. So the very first thing you want to do is help them remember why they're here. Right and I did that already on our call today, we're going to unpack that more in our next training session. After you help your client or your audience remember why they're taking the journey, the next thing that you want to do is help them locate where they are on the journey. It's really hard to understand back to the road trip analogy, it's really hard to understand how to get to LA. If you don't know if you're starting in Cleveland or in Boston. By helping your audience your clients locate where they're starting on their hero's journey, then it can help them be aware of why they need to take this journey. It will help them feel better equipped to move forward in the process. From there, the third component is to bring awareness to resistance before providing solutions. Like I said earlier on our call today, wherever there's growth, there's also some resistance, you want to name the resistances up front so that they don't fester in the shadows silent Lee, as you present your methodology, you're going to address resistance throughout your course. But you want to also name it before you provide solutions. All of this before we get to the your thought leadership, these first three components. And then we finally get to Component number four, where we're really going to be focusing on today, then your people are ready and open and more willing to receive your methodology to receive your thought leadership. So that's Component number four, sharing your thought leadership, which will take up most of your program, whether it's a 90 minute workshop or a year long program.

42:42

But you don't want to end there. You don't want to end with your the last piece of your solution or framework or method, there's still two more components. The fifth component couldn't pull look, component is integration, support your people to know what they learned what their takeaways were, even though they learned it, you want to support them to integrate it and really be clear on what they learned. And then the last component is to create an experience that's going to seal in all the learning and point folks to their next steps. Incidentally, this overarching journey that I just shared, the success step process is further overarching. Like let's say you have a multiple session program, it's the overarching journey for the whole program. But it's also the journey for each session of the program is a mini these six steps. So I'm sure that you have a lot of questions because I just went through this very quickly. And I promise we're gonna get to steps one, two, and three, and five and six in our next training session. For today, we're going to focus on this one component number four, your solution, your method, your thought leadership. Because this component is really the heart of your thought leadership. Let me pause here. And let me just ask you, I'd love to hear some of your voices. It's just been

me talking so far. So I'd love to hear one or two of your voices. What's feeling important so far? What are you seeing so far? What's clicking for you so far? Who wants to share Carlita?

44:46

Hi there. I was just writing an email from people before we started this and I love that you brought up bringing awareness to resistance before providing solutions. It feels like it's very connected with this concept that I'm taking in about educating people to think about their problem in a different way, and helping them to actually see what's going on. Because I might look at what they're doing and see, oh, that's scarcity upgrading. They're doing this thing out of scarcity, but they don't see that they just see, I'm really attached to the sky. What if, what if I leave him and, and I never find love again, you know what I mean? Like, it's, it's a, it's beautiful that that really speaks to this thing, it's so important, and it helps me even read my email.

45:29

I'm so glad I'm so glad it helps for now and our next training session, we're gonna unpack it even more and look at how to integrate it into curricula. Good, Tracy?

45:39

Hey, everyone. So you know, the excitement can be in the solution and the methodology, but it really is about meeting them where they're at, and bringing awareness to the resistance, because we can be so illuminated by the methodology, but really understanding and feeling, you know, in an intuitive level, like what they're feeling to go on this journey, you know, because of all the stories and the beliefs that can come up. So that was great that you said that because the methodology can be all up here, and you're super excited. But we need to be grounded in really feeling into what they just said yes to and all the resistance around saying yes to it.

46:21

Yes. Yes. So beautifully said exactly. Exactly. Thanks for adding that in. Natalie. Hi, everyone.

46:31

So I'm getting a little sort of like, not confused, but my brains going into, okay, I get the six steps. But or hot like so. And if they're supposed to be incorporated in each session, like I'm thinking like, what is the first session like? So, in my particular thing I'm building, I have six modules. And I'm already thinking like, what I have six modules. So how do I get all of this stuff in session or whatever? You know, I'm saying like, that's where my brains going.

47:00

So yeah, so first of all, just know, we haven't unpacked steps one through three yet. So I really like asking you to hold your breath and wait on that. That's number one. But number two, as you'll see, when we unpack it next week, like this is the first session of curriculum lab. And I actually walked us through steps one, two, and three. We got clear on right, you're like, oh, yeah, but we're gonna unpack each of the pieces more next week.

47:30

I know. I'm just being impatient. Whatever.

47:35

I honor your impatience. And I love it. Stick with thanks for naming it, because I know you're not the only one. AJ

47:50

Yeah, I was on the same path. Natalie. I just wanted to acknowledge how I felt to hear you say that the path the journey is both the longer session and each of the individual modules. Because what I'm what I'm creating is a longer a longer course or process. So I'm very much looking forward to creating that journey for each one that could then be taken out as workshops or separate classes. Yeah,

48:33

good. Yeah, and it's gonna change how you think about just putting the whole thing together as a whole, and then each individual session, so we'll get there. Marla.

48:51

I think this is awesome. Um, I It's a structure. So for me, I'm coming from I've, I've had some coaching experience one on one and my coaching is to like what's happening in your life now? And like, that's go from there. And then like, how to translate that and these disparate ideas that, you know, I pulled the ones out that for that situation into some kind of organization. And I guess, so I'm a little bit disorganized on that. And I when I say this is awesome, I mean, that not like, it's just I'm in awe, because this is a structure that's kind of blowing my mind. And I like just like the way you look at things and it's not like, well, this is how you organize that, you know what I mean? It's kind of what I guess I was expecting, but um, so I'm like, I'm sorry, I'm just so excited. And I love the idea of this overarching hero's journey, which I love the hero's journey anyway. And then in each it's like a fractal. I know that's a little bit obtuse, but for people who know what fractals are, it's like a fractal. So I just think that's kind of cool. Thank you, I

50:03

think. Yeah, and we're gonna I love that term fractal for this. And you'll see as we get in more today, it's gonna like validate that even more

50:12

by the same token, I'm like, I have no idea how I'm gonna pull this off. But there you go.

50:17

I promise we're gonna take it step by step. There's Helen Rosa, juniper, and Julie, I'm gonna get your hands and then your, your Henry's and then from there, we're going to keep on going. So I still have a lot to share today, Helen. Either, Helen, you might need to take yourself off mute.

50:52

There, okay, we are alright. Yeah, I'll be quick because I'm excited to keep going. So just hearing you name, a feeling I've had in terms of knowing it's sort of cyclical and having to learn this, but not knowing how to do that for myself. So and then it goes from the core out versus of how we're going to learn it. Versus this. Where do I start and feeling like it's linear. So anyway, I don't want to take up more time. But I'm excited to be here. Ditto.

51:29

Yeah. And I'm so glad you're pulling on this piece of the cyclical versus the linear, which by the way, we'll get more into this, but I'll say it now, since you're bringing it up. It's not just that the process of creating curriculum is cyclical versus linear. Our hero's journeys are actually cyclical, not linear change, growth, transformation is not a linear process. It's a cyclical process. Now, for the sake of structure and marketing and naming sessions, we kind of have to name step one, step two, step three, step four. But embedded in each of those steps, we're still going back as we're moving forward, because that's really the only way that change can happen. Rosa, Hi, I am

52:23

really happy to be here. I've been in some of your other courses. So I've heard you talk about bringing awareness and honor to resistance. Before and today, it just really hit home how that's not something I've done explicitly as part of my trainings in the past, and how helpful it would be to actually name it and bring it up. And I loved watching you when you when you did it, you know, here because it was like, you had a lightness to it. And it just like kind of Yeah, so that was beautiful. And I've heard about I mean, I heard what you said about that you've already done steps one, two, and three. So I really caught the three and I really caught the one remembering the why. But if you could say something about how you touched on the where that would be super helpful for me. Thanks.

53:12

Because we're going to unpack all of it next week, I'm going to say hello, how are our next training session? I'm going to say hold on that so I can explain it fully. Yeah. Juniper.

53:26

Hi, I am I'm noticing that my approach in general to creating curriculum and all the teachings I've done, I've always really viewed it through a skills based lens, like I'm teaching people skills. And, and that's worked really well in many ways. And I don't really come from the coaching background that a lot of people here do. And so I'm really opening my mind to, well, what does it look like if the goal is the transformation and this journey and how I play skills within that? And I totally do not know the answer to that or what that looks like right now. But I'm I'm just appreciating this, like the structure and the context and the framing around around all of this.

54:17

I'm so glad and I got chills as you were just speaking because I feel like that's that's an important paradigm shift for you. And we will get to the how and I promise but I just love that you're already thinking about this in a different way. Good. Julie. Hi, hi everybody. I'm Joanna. I am I'm

like in a V eight moment over here. You know, in the beginning you spoke to okay, it might seem simple, and I have taught so many classes Venus in Virgo. I love structures and curriculums, all that good stuff. I have never been focused intentionally on creating the container like, Yes, everyone set your intentions. Where's everyone from? Let's talk a little bit about what's going on. But this is blowing my mind. Because when you have this kind of intentional container, everyone can relax more, and meet and greet what comes their way, with so much more skillfulness. So, thank you for the VA moment loving it. You're so welcome. I love that. Yes. And that's, that's exactly the that's setting of the container. So that people can be willing and ready and excited to receive the thought leadership and the steps, that's how they'll, they'll be most successful. Good. Okay, so let's keep on going. From there, skip my notes. Okay, so we, as I said, we're going to focus on step four, which is the heart of your thought leadership, it's your framework, it's your solution steps, your methodology. Now, some people here on the call today, all you already know your method, the step by step wisdom that you teach in your curriculum and in your content. And for some of you, you kind of know, and then for some of you, you're going to be exploring it for the first time. Any of those places, number one are beautiful, and productive places to be, and where ever you're at with it, you're the exact right place to be stepping in. Even if you already have your method laid out. And you've been teaching the method for years, I don't want you to tune out on our call today, and I'm doing the work the homework from this call, I want you to approach this week with a beginner's mind. And with openness, because this is going to be an opportunity to make the way that you share and teach your method even richer, even more layered, even more powerful. And even more coming straight out of your unique thought leadership. This is an opportunity for you to get creative again, and then find that new juicy places, the fresh places of wisdom, lying underneath the wisdom that you're already teaching to mind the new knowledge that you can bring to the table, it's an opportunity to go even deeper. Do y'all notice how I just addressed resistance again, just want to point that out. So like I said earlier, what we're going to look at next is going to seem obvious, even if you don't have your thought leadership or framework developed yet. And a lot of ways it is but there's richness to it, if you allow yourself to get into the details. And the process that I'm going to be sharing with you now is literally without fail, the exact process I take myself through for every curriculum that I put together for every class that I teach I still to this day, after all these years do this. So for your framework and for your solutions. Actually, I want to say one thing before we go there. As we step into this next piece for some of you, this is where some of the resistance might show start showing up. Your perfection perfectionist might show up your imposter, the one that feels like you're an impostor might show up. You're one that's like attached to old ideas might show up, or it might be something else for you. I just want to name it so that you can notice it. If it shows up. Don't let it get in your way or stop you in fear or have you check out just say hello, do it. If it shows up, have compassion for it. Bring yourself present again to what we're looking at. So the very first thing that I do when I start any new curriculum is I get as clear as I can. And again, this is cyclical. So the clarity that I have on day one of creating the curriculum is not going to be the full clarity, but I get as clear as I can on where my hero is ending their journey. I actually want to get clear on the end of the hero's journey or is clear Whereas I can be from, you know, from the outset, on the end of the hero's journey. So I want to get clear on where do I want my participants to be when I close the container? Now, we're going to come back to that in a moment. Oftentimes,

it's helpful before even knowing the end point, to know what kind of vehicle, your hero is going to be taking this road trip in? Is it a car? Is it a boat? Is it a truck? In other words, what is the format of your program? Is it a retreat? Is it six months of meeting weekly? Is it a virtual course. Now, again, this may change as we go through the process. But it's good to kind of right because every vehicle has its own strengths, and its own limitations. If the journey you're taking your hero on is through water, you're gonna pick something more like a boat than a truck, right, and vice versa. So every vehicle has its own strengths and limitations. And as the creator of the curriculum, the more clear you can be on that vehicle, the easier it's gonna be for you. So for example, if your vehicle is a three day retreat, that's the full program, a three day retreat, the scope of the journey is going to be very different than a 90 minute workshop, you're going to be able to cover a lot more than a 90 minute workshop. Or, for example, one strength of an in person retreat is how deep you can go. Because you have three days or even virtual retreat, because you have three days of like consistent container, there are certain types of exercises you can do that take that are gonna, they just need more time for people to process for people to share for people to integrate. That's a strength of a three day retreat. But there's also limitations of a three day retreat. One is that it's a one shot deal. So there's no homework or real implementation, there's not more than one session to implement in between.

1:03:02

That's one of the reasons why curriculum lab like I could stuff all of the content of curriculum lab into two days or three days. And we could do this might be easier for people schedules, like as a three day thing. But you actually the vehicle for creating a curriculum lab is that there needs to be time and space for implementation in between, there needs to be marinating on things in between. So that's why the vehicle is a six session, more than a six session course. That's why we also have get it done sessions, I see so many programs out there that just like randomly throw in, we're gonna also have this component to the program or that you know, type of you know, but really, you don't want to throw components in you want it to all be about what is the best vehicle to get to the result, it's sometimes the vehicle that you choose is going to be dictated by how many heroes are going to be riding in the vehicle. Right? Because that two numbers to whether it's a small number or a big number of people in your program also has its own strengths and limitations. If it's a smaller group, there's going to be more opportunities for sharing worked into the curriculum. This might sound a little strange at first, but go with me here. I always say the fewer people in the program, the less content the more people in a program, the more content in the curriculum. That's because the strength of a smaller group is discussion is probably there's everybody can share be seen and heard more process time. You don't need as much content So for now, even if you're not sure, because again, it can change, we're not going to tattoo this on your body and you have to like, have you know this format for your program forever just for now? What do you sense your vehicle is what is the format of the program for the curriculum that you want to create?

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Just make note of that this was in some of the pre homework. So hopefully some of you have thought about this already. Dr. phonepe. I hope I'm seeing your name the right way. Is your vehicle is a six month virtual course with live group sessions. bi weekly good Tracy six months

one on one bi weekly. Funny, Kay, thank you for correcting me. Francesca 12 month program meeting. Good, good. Sophie Jane six to nine months yeah. Okay, this might change as we move forward. But it's good to kind of have a sense going in. And so from there, then we go back to where do you want your hero to be by the end? And Francesca had said in the chat, what are the learning outcomes? That's another great way of saying it. So what are the results that you would like your heroes to have? By the time they're done with the journey? Not just outer results. That's that's one piece of the equation, but inner results as well? What are the new things that you would like your hero to believe? By the time you get to the end of the journey? What are the new perspectives or worldviews that your hero will have? By the time they get to the end of the journey? What are the new things that she's going to know and understand by the time they're complete with the journey

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so for example, here in curriculum lab, the end of the journey is to have a solid curriculum. But that's not it, right. It's not just to have a solid curriculum, it's to have a solid curriculum that's not only effective, but that contains your unique ideas and methods, one that you feel confident about to have a curriculum also that integrates working with fears and obstacles so that your clients can overcome them to get to the results that you want to create for them to have a curriculum that can apply to different learning styles. And for you to feel ready to take your curriculum and then infuse it with all of your incredible coaching and facilitation techniques. So you may have already started working on this question and your pre homework but I'll give us in like two minutes right now. Where is it that you want your heroes to end? Or where do you know for now again, because it may change but for now, where do you want your heroes to end on the journey on the very last, you know, by the time you say your last words and close and complete Where do you want them to be? Both on the inner and outer? So often we don't take this step and it's like going on a road trip and getting in the car and not knowing where you're going. Which can sometimes be fun if you have all the time in the world. We need to know this for our marketing purposes as well. Where our heroes gonna end up take another minute with this seeing some great things in the chat Laura see if you can add an Inner peace as well to their journey. I love this outer piece that you're describing

1:11:41

Carlita, you may know what this means. And it's inherent in what you wrote. But it might be helpful to get more clear on what opening the doors to real healthy love it last means.

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Francesca love yours also, these are all great. And again, you probably know this. But can you get even more detailed on what having the power to radically Tran transform their lives is like what what does that mean by having the power? What do they actually have when they have that power?

1:12:47

Again, these are all great, I'm picking on a couple just to use as examples for everyone. So Makita to have tools and strategies for managing the fear, anxiety and uncertainty associated

with change. I love that. And so then what will? What will they have at the end? When they've managed the fear, anxiety and certainty? Will they have more of a sense of well being? What are some of the things they'll have at the end? Okay. So once you know where your hero is ending on your curriculum, then you want to get clear on where are they starting? Now, this is important. Where are they starting? For the scope of the program? Where are they starting for the scope of the program? Your curriculum generally isn't going to cover the like entire journey of your ideal client through all of your thought leadership. Unless it's like a two or three year program, probably. So you want to kind of know where is this version of your ideal client starting within the scope of the program. So let me give you an example that I think will help with this. This course curriculum lab the ideal client for this program I'm not going to teach like the scope of this program. I can't tackle in six weeks the kind of full story And of all transformational principles, I can't teach the full gamut of facilitation and coaching skills you know for all of you what you ultimately want and the end point on the journey for my ideal client is you're a transformational coach practitioner leader facilitator who's doing the deepest of deep work that's not the end point on the journey of curriculum lab right so I've kind of the scope is further in on this one. But then it's also you're not starting at the beginning either we're looking just the scope here is the curriculum piece, not the facilitation piece it is so for you and your program with the vehicle that you've got. Where's the starting point for what you can accomplish in your program? What is your hero already know when they stepped in to the you know, to the beginning, what do they already believe? What have they already been through? What are the obstacles that they have now I'll give you a couple of minutes with that. And I'll put some of those questions in the chat. So where is your hero starting on this journey and see if for now and again it's going to change maybe, but see if you can get as detailed as possible the that the magic is going to come from the details.

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Julie's saying My hero is starting with an awareness of unhealthy unfulfilling patterns repeating and relationships with a need to help with how to rewire them that's such a great example Julie because you know you don't have to do your curriculum doesn't have to cover the creating awareness that there are unhealthy patterns there you might go deeper in the beginning for folks to really see those patterns you know, as part of that rewiring process but you don't have to you don't need buy in that there are unhealthy you have to do education on that in your curriculum, that's really valuable to know. And she's seeing they're working really hard to deliver a ton of value not making the kind of money that makes their work sustainable and continuing to feel like they're never doing enough to feel good enough really nice. So Angie, you didn't write this but I'm just gonna like pull this out. I can tell from what you're describing where your person is. They already have let's say marketing basics under their belt you're not going to be teaching that to them right because they're they're already working to deliver value they it's clear that they have clients right so that helps you know a little bit more what your scope is what's what are you going to be sharing in your curriculum and then what's already known based on where you know that client is starting

1:19:09

Laura Wilson's ideal client already has a process that they have successfully used on their own or paid clients so she knows she's not going to be she doesn't need to teach that

1:19:26

okay

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Mallory, is saying those in a grief experience may be experiencing feeling disconnected from self and life happiness, sadness, difficulty with letting go. She already knows her truth but wants to feel it again. She may know that requires a deep work. Yes, good. Okay, Let's pause here. Well, let me say this first. So hopefully as you're starting to shape, these bookends, the the end of the journey and the beginning of the journey, hopefully, you're beginning to see that this isn't a broad journey. But by really shaping the book ends, you're seeing that this is a highly specialized one. One that's not a general, you know, blanket journey of how to get healthy. Maybe instead of how to get healthy. It's how busy moms can have more energy and sex drive. Right by shaping the beginning and end. Hopefully, you can see, it's not this broad journey of how to alleviate back pain. But maybe it's how athletes can avoid injuries and maintain back health. We want highly specialized journeys, the highly specialized journeys are the ones that are going to be most effective in creating results, and the ones that match what our ideal clients need the most. Alright, so let's pause here. I love my my cooking class students have a fuzzy knowledge of Kosher rules from grandparents or secular parents and already have a bunch of dishes and cookware. Beautiful. Good. All of these are so great. Let's pause here. I'd love to hear one or two shares on what what's coming together what's feeling important. So far here? What are you seeing for yourself? Aside from the beginnings and ends of the journeys? Natalie,

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so I did the homework, actually. And what I will say is, and I think it's your intention with having us do the prep homework, you know, and having us answer these questions, Jana is that certain things became clear to me, like so when I started this thinking of what I would do before I did the homework, I was like, Well, I have these six pillars edited. And I because I know the topic, but when I want to answer the questions, I see what you're doing here. Like, it became more about what am I offering in that particular space of personal branding that's unique to how, so what I love and I'm passionate about. And so then things like, you know, strengths and leadership and authentic expression. And all those things came into, like what I was saying, and it made me see why you had to do that. And I also started to see like, oh, so I gotta talk about this and this. So I opened up the things not in a overwhelming kind of way, but in a more authentic way of what I will need to cover to get them on the journey that I want to take them on.

1:23:09

Yes, yes to those two things. Number one, by first getting clear on these two bookends of the journey, it helps us start to hone in on what our specific thought leadership is what is our unique way. And then it can start to help us see oh, wait, these are the pieces that need to be included. We're gonna get more into that in a few minutes. Good Angie. There we go.

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This is work that I've been thinking about and teaching individually and in some small groups for a long time. And so this is really helping it's become invisible to me. And so so I'm recognizing that one of the things that has been a barrier to me creating this in a way that can be digested and consumed outside of me is it felt so overwhelming to try to get into it and understand it again, and to try to look at it with fresh eyes and to try to just, I can't slow myself down enough to ask myself the questions that you're asking. So it's forcing me to just like slow down and be like, okay, like, back to the basics. Back to the beginning of when you even started thinking about this.

1:24:26

So that I just I'm really appreciating the facilitated process to do that with myself that I can't do for myself. Yeah, yeah, it's so true. We oftentimes need containers, like one of the biggest benefits of containers is that it helps us slow down, which is something we'll also take a look at more today in terms of curriculum. Absolutely. I'm glad you're having that experience. Dr. Finney K. Okay,

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I, honestly, I am. I'm an instructor. So I teach at a school. And what I'm realizing while I'm sitting here is I don't want my curriculum look anything like an academic curriculum, and you'll hear my baby and my husband and background sorry. And so I am literally Honestly, my what I'm doing is turning my one on one program into a group program, because I want to move more towards whose work but I'm a I'm a trauma healer at the core. And I'm trying to figure out how to make Healing Trauma fun.

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Because I don't want it to be not so serious that I don't even know. I don't know how that sounds. But I don't want it to be just another course on healing. I want it to be a course on healing, but that's also fun. Yeah, so, right. I know, right? So I am my creative wheels are like flowing here like I am. I have my art book. I am like doodling like I have my stuff. And I Yeah, I'm just I'm ready. So thank you, because it just kind of sparked this whole, like creative part of me that I hadn't even like thought of. Oh, I'm so happy to hear it. And you're so welcome. And if fun wasn't one of the inner intention pieces that you named in the beginning? i Okay, good. I was gonna say it, definitely add that in so that you're in that energy of I can feel you're in it completely. Good, good. All right, I'm gonna take Helen and Trish and then I quickly caught a couple of the some things in the chat that I'll also address Helen.

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Okay, well, now hearing the piece about fun. I'm like, oh, yeah, right. Because oftentimes, it I've seen where it is fun as a therapist or in people when you work in a certain way. So just hearing that fun piece. But I You know what, I think I'm gonna go off because I don't think I can be succinct enough about this shift between I realized that begin the book ending of it, are about food, you know, I really focusing on food. And I'm thinking, Well, wait a minute, I don't actually

it's about food is like the doorway to the deeper work. But then I get discombobulated. Because I already have sort of the bigger, I know what the deeper work is. But I end up not focusing on talking about the food piece enough with people like so it's a little bit what I think who before me a couple of women for Angie was saying, to really slow down. That's right, it to really slow down for the sake of the people that I'm bringing on board. Anyway, so I don't

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think so glad you're naming this. And I'll toss a couple pieces your way to be thinking about so first of all, yes to the slowing down, slow down to speed up. Always, always always. Number two in this creative process, don't edit yourself. First pass whatever idea. And this is for you, Helen and for everyone. I'm an editor, my Virgo does way more than one pass on anything. first pass, let the ideas just give yourself the freedom to write the ideas down on the piece of paper. And then you can edit and refine and be like, this actually is an important connecting piece for people. Or you know, this one for this course not so much. But I still really love this idea. So maybe I'll put in another course. Or maybe I'll write an article about that letter, write whatever it is if you're really attached to it, but just give yourself the freedom of not editing your ideas on the first pass. Okay, that's helpful to think about.

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Yeah, yeah. And I think I just have to sort of let go because I go from going there's no way of doing this the food piece the way I do it, my food body work in a shorter course. So I just feel like, oh, no, it's, it's really big. And there's a lot and it's long. And then I start getting like, Oh no, which width? Is it? So I'll go let it go.

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Let that go for now. And then also, I just want to share this. Let the ideas come through. Yeah, and then if there's more ideas, let's say you want your program to be six weeks if there's more ideas than six weeks, can hold I Wouldn't based on what you're sharing, you know best, right? So this is not you know the truth, but it just based on what you're sharing, I wouldn't make it a matter of. So there's not enough room here. So I either need to do the food, or I need to do the inner work. I'm might instead say, if I were to back the food piece off, like instead of going all the way to LA on the food piece if I was going to maybe go from New York to Chicago, but have that be a deeper, deeper, richer experience with inner pieces along the way, so that those new habits that are just to Chicago get integrated. And then there's a part two of the program that's from Chicago to LA. What would that mean? Does that make sense?

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Yeah, yeah, I think I think this is going to help me, like you said, instead of when you described having things and exercises all over the place, to sort of put them in the right order. Because, because there's either all the myths around dieting that people need to clean up. And then there's also all the emotional work, and it's, it's having it be more stream lined for a group versus what I can do one on one, and hold all those different pieces, not so much in a group or training. Okay, thank you. You're welcome. Okay. Hey, there. Hi. So, just a reflection in doing this process. And you and I, back in sacred depths, were talking about what Helen was just sharing it

on or one on one, so I couldn't really resonate with that. However, what this process has done is really reflected that I've totally actually lost myself in the framework, meaning that my heart, it's like, I was so stuck on the whole thing and where they are, that my evolution got lost. And so as I'm looking at this again, for like, the eight zillion time in my life, I don't work with beginners. That's not what I do.

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I love that that's coming forward. And I so I'm like, Oh, I gotta share

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this with you. Because we've been doing this for over a year and a half. And that permission, of course, you do this in your curriculum, but like that permission that Aha of like, I don't, what I'm creating in this vehicle is not with beginners. And I can have a masterclass that addresses X, Y, and Z, and or whatever. I had lost myself in the map. And now it's come forward again. So thank you,

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you're so welcome. I'm so so glad. And I can feel the freedom in the seeing that. So happy. Good. So I should have mentioned this at the very beginning, I love that we have chat. And I always go back and read everything in the chat when at the end of our calls. But I also just want you to know all to know, because I'm so focused on like, what's happening with shares, voice to voice, I don't always catch all of the things in the chat in real time. If you if I miss something in the chat that you're like, I really wanted Joanna to respond to that. Just raise your hand to get your needs met. But don't don't get insulted. It's just because in real class time, I'm not I just can't read everything in the chat in order to be fully present to all of you. So AJ is saying in the chat, I'm feeling and writing. So generalized, my challenge is to ground down to specifics. I'm really glad that you shared that in the chat, AJ, cuz I know you're not the only person having that experience that is very normal. And my invitation to you is to take it slow. And just to answer each of the questions that I asked piece by piece, right? So for the end of the journey, what are the outer things that you want your person to have accomplished your hero? What are the new things that they are believing? What are their new ideas about themselves or the world? How are they feeling and just give yourself permission to not edit out anything, just let it come through and see what's there. Okay, juniper, saying I feel overwhelmed by how much I want to share. I also want to normalize that and it feels like a process of mixing and matching content chunks with the book ends but all of this is swirling around into a resistance spiral. So I'm so glad you're naming right so you're already ahead of the game. Juniper because you're, you're, you're like still here and you're like, Oh, I went into resistance, they want to normalize that. And my invitation for you juniper and anyone that's like, oh my gosh, there's so many things I want to put in is don't go to the thinking of, I need to curate it right now, it needs to only be three things or whatever it is, allow yourself to be in this, you're what I see Juniper is that you're in a creative process. So just allow yourself to get everything that's in your head onto the paper. That's it, that's your only job. And then the next step from there is to curate the pieces to start to put them into an order and see what makes sense. And then it might be that not everything, it might be everything, then can't fit because maybe then you bunch some things

that are around clusters around the same idea. Right. One of the things that I love to do when I put together so I should say before I go there, where we're going next is we have our beginning, we have our end. And so then what are the steps to get there, right? First thing I'll say about that, when I'm first putting together a curriculum, I let myself go wild with that, like, oh, like they could do this step to get there. And they could do that. And I'm not even thinking about the linear order. I'm like, what are all the things that I know I have inside of me, that can help this incredible human being get from A to Z. And I'll write it all out. And then oftentimes, what I do is I put each one on a different piece of paper. And then I just first I start to cluster them, which are the ones that go together, which are the ones that are kind of the same around the same theme or can go together. And then I'll start to see like, Oh, this one doesn't really need to be there, because I already covered it in the sweat, right? Or whatever it is. And then I'll start to play around and I'll just order them and see what wants to happen without any attachment to this isn't fitting into six weeks, or whatever it is. Allow yourself to just be in that process.

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Okay. Rose, and then we're going to keep on going. Okay, so mix, I just would like to give voice to this because

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it's the start in the end, I'm a little fuzzy. But what I guess the end is about is a process of creative creative recovery, living a life of creative recovery. And the start is somewhere I really don't want this to be about aging, but it's set in against the backdrop of aging, except against the backdrop of midlife and what he's 50s 60s and how we feel in our bodies. And, and yeah, I, I have been it's such a big subject that I guess I want to take it from my particular vantage point as a creative person and, and not about it just What does living creatively feel like look like and so that would so my, my asking, I guess this is just what I'm what has come to me.

1:38:27

I love it. So first of all, because I know you it's like so it's so you, this is where your thought leadership is. And I want to invite you to get a little more detailed. So that person in midlife, what are some of their beliefs about their own creativity? How and where are they blocked in their creativity right now? How are they are they creative? Right now? Um, right. So just write all of that out. So that you can get really clear on where they're starting that will help inform the steps. Okay. Thank you. Yeah. Thank you. All right. So we've started to talk that this next piece is what art now that we've got these bookends, we know the start and ending point of the journey. What are each of the steps along the way? There are different ways. There's not just one way to get from where your hero is starting to where your hero is ending. Your curriculum is your thought leadership, for your ideal client, on how to get them to where they're starting from where they're starting to where they're going. someone else in your field might again, they may have that same or very similar start point and point, they're gonna have different steps in between. And that's like the beauty of of life, right? There is more than one pathway. Your curriculum is your thought leadership for your people. Okay, so some tips, because your homework over the next two weeks, and on purpose, we don't have a Monday training call next week, we're waiting two weeks before the next training call. Because I really want to give you a

lot of space to get into the heart of your staffs, you will have to get it done sessions though, during that time, because you want to be giving yourself sessions to work on this. So I want to give you some tips on how to start to get more clear on the steps along this way. So first of all, I said this already, I'm gonna say it again in a different way. No myth of perfection, allow yourself to get stuck, and then get unstuck experiment, have fun, be creative, be willing to put something down that's feel silly or extraneous, or it can be eliminated and crossed out later. Be in a creative process with us. And part of being in a creative process means not needing to get it right to the first time and have it to be perfect, right be like the young one who's just like ooh, and it could be the sin, it could be this and just have fun with it. Another tip for getting clear on steps along the way. Look to how you've solved this for yourself. Think about your own process. So to use roses. As a as a little bit of an example of this. Oh my gosh, Stanley comment in the chat. I did just use a Stanley white. So anyway to you. To use roses example. Rose is going to first think about in my mid lay. How did I reactivate my own creative process? What were some of the new beliefs I needed to have? What were some of the actual things I did? What were some of the new things that I learned to what are some of the openings that I had in order to get there, right and she's gonna write each one of those pieces down, those are probably going to be make their way to steps on the journey. And then the next thing Rosa is going to do is ask How have I helped some of my one on one clients get to this place. Now a lot of her own personal steps are going to be baked in to her clients subs, but she might find some new steps in there that she's helped one on one clients with right? The the magic here, okay, so we're going to look at how we've solved this or gotten to this place for ourselves, we're going to look at how we've helped others get this for themselves. The magic here is in the details. And the way to get to the details is to slow it down. Because you are an expert at what you do, and I promise you, everyone here no matter where you are in your business journey, you are an expert at what you do. Believe me for now, if you don't feel it inside of yourself, just take it because you're an expert at what you do. You know that you actually know this stuff already really well. And because you know this really well it moves very quickly in your mind. You can get from like step a to step Z pretty quickly. But for your hero in your course that's moving through your curriculum for your participants. They don't know it yet. And so your job is to slow down the journey and connect the dots and connect the dots and identify the details articulate the connective tissue so that it's not disjointed. If it's disjointed your hero will missed out on some of the transformation, I cannot underscore the slow it down piece. And so you want to put yourself in the situation, your clients right and slow it down. So for example, it's so funny rose because I have here in my notes like let's say you're working on creativity and self expression. So for example, if you're working on creativity and self expression, you're going to ask what are my own blocks to create? Or what were my own blocks to creativity? Where do my clients get stuck? Where do I even where do I still get stuck sometimes because we it's cyclical, right to go back and learn it again, and slow it down. The slowing it down, the details are what's going to pull your thought leadership out even more. So I'm gonna give you an example of this from Sacred deaths. One of the many things that we learn in the sacred depths transformational practitioner training is listening skills. Listening skills is one of the steps on the hero's journey, because obviously, in order to be good coaches and practitioners and healers, etc, we need really good listening skills. Now, in most coach training programs that don't do what I'm asking you to do right now, the way listening skills are taught, it's pretty standard. You just teach

people what to listen for. That's what most coaching certifications do, what do you listen for? But what makes the way that I teach listening skills and sacred depths so transformational and effective, is because I get to the details within the details. Yes, I do teach people what to listen for. But before I teach people what to listen for all the things, we go deep into all of the emotional, energetic and psychic blocks that a practitioner can have to deeply and fully Listen, listening to and witnessing another human being. We do incredibly deep work on those blocks to listening. Before we look at what to listen for, and that's what makes sacred depths practitioners so masterful at listening, because I've slowed it down. I've gotten to the details within the details. It's a little thing, but it blows participants away, it makes all of the difference with the listening. Does that make sense? And so that's what that's my invitation to all of you. I'm going to give you another example. Vina, you're asking, what's an example of this? I just gave the sacred depths the listening examples of what's an example of a block and listening I'm sure I'll as I said, one block that practitioners often have in listening is that they don't know how to access their curiosity. So if you don't know how to access your curiosity, doesn't matter what your client is saying. You're not going to hear it right. So that's one example.

1:48:33

Okay, I want to give you all another example. Let's say that you have a course called menopausal and magnificent how to look and feel radiant as your hormones change. Sounds pretty awesome, right? And let's say that you know that one of the first things that your hero needs in order to be menopausal and Magnus menopausal and magnificent and feel radiant, the verse The first step is to for them to redefine what health beauty and radiance during menopause means to them. That's the first step maybe right to redefine, because some of you might know this. Women in menopause usually have pretty negative beliefs about health, beauty and radiance during the menopause years. Right. So maybe that first step is to redefine what health beauty and radiance can mean, the possibilities of it during menopause. Here's where the power is in slowing down in the details. So it would be nice enough to do an exercise in that section to support client To define a new vision of health, beauty and radiance and menopause, but what would hit this out of the park would be to slow it down and to first talk about why it's important to redefine health, and beauty and radiance in menopause. And then after talking about why it's important for menopausal women to redefine this, to support those women to identify what all of their old beliefs were, when it came to menopause. And then from there to go deeper, and to support your students to have awareness on where all of those beliefs came from in the first place. Like why do you even have these beliefs, and how have they impacted you and how you're feeling about yourself. And then maybe to look at why it's hard to let go of those beliefs, and to work on letting go on some of those and then create the new vision for what health beauty and radiance looks like and menopause, then when your people go to create their new definition, their new vision, it's going to be packed with so much more power and embodiment and trust in it. Does that make sense? The details, we want to slow it down and get to the details. In set, for those of you that have been through sacred depths, you know, in our questioning module, that's the slowing it down is a questioning concept as well, when you're working one on one with your clients, you don't want to jump from question A to question Z, you want to you want to slow down your line of questioning as well. Okay, so you're gonna have for your work over this week, and next week, a resource sheet, that gives you some

other things to be thinking about as you lay out your steps, like, Am I on my edge, right? If you're kind of feeling bored with what you're writing down, I feel like this is a little bit with Trish was talking to before, like, if you're feeling bored about the steps that you're writing down, then they're stale for you, right like be on your edge what is alive for you. In this right now. That's, that's those are going to be the best curriculum pieces. So you're gonna get a resource sheet that covers like, kind of synopsis of everything we looked at today. And then some added questions to be thinking about. And your work over the next two weeks until we meet for our next training call, is to be working on laying out the steps and the steps within the steps between now and then you have opportunity to come to to get it done sessions with invol. One is this Wednesday. And one is also next Wednesday, November 16. I highly recommend if you can make those calls to come to them. It's great. Like Angie was saying before just having the container to get it done. And to slow it down is so important. That's why we provide those for you. So those are the first to get it done calls, I highly recommend doing that. Feel free to ask questions in the Facebook group, bounce ideas off me and off of our community. We're filled with so much wisdom here. Let's really get this going. I'm here to support you in any way that I can. Because we have a few minutes left and I'm gonna we'll I'll still hopefully have time for some questions. And I'm also happy to go past five for a couple of minutes if I don't get to all the questions. And G there is a get it done on Friday. Yeah, involves got that covered. Here's what I want to say for those of you that are my organic flow ie people who are maybe right now for my organic flow people who are like Joanna, this is so structured. This cannot work within a structure like this. I need flow. When I teach I don't need I want to know I want you all with so much love in my heart to know this. I am also If lovely person, and bringing the two together is the most powerful, so those of you that have been in other courses with me who have been in retreats with me, you know, I work intuitively and organically, right? So even though my curricula are like so organized, step by step, there's so much space for the unexpected to come up. And for the download to come in in that moment, because I'm reading the room and seeing what the room needs their space, right. So structure does not squash organic flow, being in the moment structure supports flow, and being present to the moment I Pinky promise you. Okay, I'd love to hear a couple things. So first of all, I'd love for everybody to write down. What's the most important thing that you're taking away from our call today? For you? What's the most important thing that you're taking away?

1:56:23

Yeah, Makita saying the river and the river banks, yes, the river is the flow the river banks is the structure love it. Okay, homework, again, you're going to take your book ends, you're going to continue to develop the book ends of the beginning of the journey. And that end of the journey, and then from there, you're gonna start to see what are the step by step by step by step that you need to take your your student through to get from where they're starting to where they're going. I'd love to hear I'm going to read all of these takeaways, when we're done that are in the chat. But for now, I'd love to hear either voice to voice any takeaway that you feel called to share or any questions that you have for me, before we wrap for today. Tracy?

1:57:30

Well, first of all, I love hearing everyone talk about this, because I think the more that we share, there's no shame or guilt, you know what I mean? Because we just noticed that we're all going through something or experiencing something. And the more that we can actually voice it and release any of the shame or guilt around not knowing or whatever the feelings are, I think it just gives it room to breathe. So thank you for that. Something that you said, you know, you know that I'm working on something, and I've got a framework. But one of the things that you said that I loved was when you talked about slowing it down. It just made me remember how I was that hero on my journey. And it wasn't linear. And were ebbs and flows. And to just be first of all, I needed to show myself compassion and kindness. But also to know that my client is starting out. And the biggest thing I want them to know is that it's safe. And that they can trust me. Yes, so thank you.

1:58:31

Yeah, you're so welcome. I love all of that. Thank you, Marla.

1:58:39

I again, I my big thing is the structure. Um, cuz, I mean, I I'm also intuitive and all that stuff. But you really do need to have a structure, especially if you're like doing a course. One on one, maybe, you know, but um, my question is, this is all number four. So for the for so I have a question about the homework. So we're just going to be like doing our however many step process, maybe that's going to map into modules without worrying about component 123.

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Remember how I said in the beginning, like, first we're getting the backbone, and then we're adding the other pieces. So I wanted for this first class just for you to understand that there is a bigger journey, but now we're like just honing in on that number four, and that backbone of your thought leadership, and we'll get to all the other pieces after that.

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No, but so. I mean, I like to structure but I'm having trouble with so so am I thinking about this in maybe I'm overthinking it, which is something I also tend to do so am I thinking about like number of modules or just steps in a more a more In this way,

2:00:00

yeah, it's a great question. And I'm glad you're asking it for right now, I would just think steps. And then from there, you can start to bunch them up. Like if you know, your class length is 90 minutes, you can start to bunch them up and say, oh, yeah, these two, really, maybe is only one step for these 90 minutes. Or, actually, these four steps really go together. And they interlock quite nicely. And I could do that in 90 minutes, right. But right now don't do first, just let the ideas flow, and then kind of refine and refine from there.

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Alright, thank you. And I also want to hear for the takeaway to slowing it down is really very impactful, because, you know, I just want to get to

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know I know, but that is that is it's the slowing down is where the juice. Yeah, I get that. Thank you. You're so welcome. I want to honor that we're at 5pm. Eastern. And so we are officially done. If you need to go go. I know some people have already hopped off. And I'm also happy to hang on, if anybody has any other questions. So just raise your hand. So I can see it in the sidebar. And I'm happy to answer any questions that you have. Natalie.

2:01:20

Joanna, this is gonna branch off from our earlier conversation a few weeks ago about the container I'm going to be calling. So what I've learned is that I am it's because there's no way to know how if people are going to sign up for a one month at a time or a six month, I know so so it's I'm really I'm getting really stuck on. Like, how do I build this thing?

2:01:49

Work? I'm sorry, I'm gonna interrupt you. Did you? Did you even try to have a call? Yeah. Yeah. Like no, it has to just people because?

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Because they don't know. And they don't want to force anybody into a thing that that? Yeah, yeah.

2:02:05

I'm thinking you're stumping me, let me think on this for a moment. So are they going to be doing ongoing marketing of it? Like how,

2:02:16

so where they are right now. And because they've actually been postponed? It's going to be a soft launch, which adds another layer of complexity for me, because I don't even know what that actually means. So I have to make that up like a soft launch? And how do I keep the people in the soft launch engaged till the end of the year? Because they want to officially start the beginning of the air?

2:02:37

Okay. This is more complicated than like me giving you a 62nd answer. If you want to hang on, let me get a J's because because we we need to get into it more. It's and we'll we'll try to move forward a little bit with it.

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I'm fine. I can bring on Thank you.

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Thank you, AJ.

2:02:58

I'm right on track with Natalie here again. So I envision my my sister my course to be a rolling admission. So people can start at various times. It's a year long with quarterly theme, but monthly lessons and, and pieces in there. So I have you know, a whole start and ending but people are beginning to be taking the steps, maybe in different

2:03:40

orders. Yeah. So you have a little more control than Natalie does just because it's your program that you're marketing. So I think you can absolutely do it. That this way that I'll give you a couple of things now Ajay and then we can always talk more also. So you're gonna want to think about which steps absolutely need to come before others and then which steps don't need to come before others. Okay, okay. So, for example, like in sacred deaths, because you've done sacred deaths, you know, we start off with energetics and then we go to listening. And then we go to creating awareness and questioning and strategizing. I know I need to cover energetics and listening first, but then whether you do creating awareness first or questioning first or visioning First, there's more leeway there, right. So I want to invite you to get clear on which steps if any, are absolute prerequisites, and then which ones can happen whenever they happen. If there are any that are ABSolute prerequisites, then when someone steps in the program before they come on live, they get a series of one or two teaching recordings from you with the prerequisites to get them caught up to then wherever you are in the cycle. Yeah, is that helpful to think about it that way?

2:05:22

Absolutely. I was gonna say, like, one on one before starting in would be an option. But that's if I can't get myself to do a recording.

2:05:39

Right? So it can be one on one with you. Or it can be teaching recording, or it can be that people only come in four times a year. And then you do it live the morning. Yeah. So any of that? That is super helpful. Thanks, Joanna. Natalie, did that spark anything for you? Yeah, it's

2:06:03

kind of related, actually. And I was kind of thinking something along those lines. But I think it's like, I think where I'm getting stuck is how to keep it, how to keep the initial people how to, like, I feel like I'm gonna lose some people on the way in terms of momentum building. And that's where I'm, like, you know, stuck on, if they're coming in and out at their own whim.

2:06:27

And I have very, it's a loose container. It's a loosey goosey. And if the people that are sponsoring the program are like, no, it must be this way, then the best thing you can do Natalie is continuously speak to it continuously say, you're gonna want to come in and out because you have the permission to come in and out. And you're going to tell yourself, you don't really need it, because that's normal. And you're going to write, but this is what I want you to know. And I want to connect you back. So you're going to have to connect continuously speak to them back

to their why. And continuously speak to why it is more powerful to stay consistent with the process. And get, that's the best I can tell you because you have less control of the actual like container with that.

2:07:23

And that's what makes me more nervous. And actually the curriculum itself because it's like I like I have to show up in such a fee, like a big way to make them understand that, that that gives me the most nerves of all at this point. So,

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and here's what I'll just say, just hear my voice in your head just being like, it's just normal, like, this is just what I'm gonna do. I'm just gonna keep on normalizing the resistance, and I'm gonna keep on sharing why it's important to stick with the process. Some people are gonna listen to you. Some people aren't gonna listen to you. And that's okay. You just have control as you have.

2:08:02

This is helpful. Thank you. Thank you.

2:08:04

You're welcome. Good. Fanny.

2:08:12

Yes, can you hear me I can. Okay. For me, the the structure piece has been an issue. I'm very creative. And I like flow. And I don't like structure. But I know I'm aware that I need the structure. And I've been working on this for a while and following a structure as part of the course that I took. And I found myself completely blocked. Looking at the structure, I couldn't get into flow no matter what. So then I finally got out and I started, I implemented a is part of what I do. And I implemented I created a protocol to use myself. Before I got I get into the creative and that involves mindfulness and little music movement and an especial environment. So I can music or maybe to be outdoors at the table and just a piece of paper and start writing writing and get out of that structure because it blocked me and then I realized I have to put it I could put it in but it's the only way and I yes that's that's what worked for me but

2:09:51

I am so glad you're sharing this and I already have planned to do like a Facebook post about this to give people inspiration during the week exactly what you're saying. You know, sometimes like, I don't sit at my desk, when I put together my curriculum, I cannot be in front of the computer, I have to be outside or I have to be on the couch, it has to be written can't be typed. Like, I mean, I can't wear a sports bra. It's too confining. You know, I like I have to be in my flow. And, and so I'm so glad you're bringing this forward. And yes, do whatever you need to do to be in that energy of flow so that you can create the structure.

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Yes, I learned that from the, it has been a long journey for me. So I learned that and hopefully now with this course and bringing some of my tools and whatever you teach will be able to get to where I want to be.

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I feel like you will and for you and for everyone, when you get stuck along the way, because you very well might part of the process. Just ask a question that won't get you unstuck. You maybe get stuck again. And then ask another question, right. Like, it's just the process. That's what it is. Thank you. All right, everyone, I'm sending you all a ton of love. Thank you so much for your presence and for all of your questions and just everything that you've brought forward. I am so excited for you to be in the process. And again, I'm here if you need anything, please let me know. Lots of love to you all.