



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 4

0:00

I'm here and how am I not supposed to be here? No, no, you are. People are sorry. You were just the first one. got nervous wrong time wrong day. Oh my God, no, no not at all here in the right place. Glad to be here. I'm so happy you're here. Welcome

0:40

everyone.

0:43

So good to see all of you give us a minute to get in here

1:08

give me one moment okay

1:28

So welcome, everyone, I'm so glad to be here with all of you, I hope you're doing well. I'm really excited about our session today. Today, we're gonna go even deeper into understanding how to create both transformational exercises as well as how to continue to develop and layer your entire curriculum so that it's poised to yield results and transformation for your clients and for your participants. One of the things that I love about today's session in particular is that a big piece of the work that we're going to do is I'm going to be teaching by showing you an example of one of my own retreats or a piece of one of my own retreats. And we're going to break each piece down and each exercise down and you're gonna see how all the pieces fit together and how it's all created. It's a really great way to both integrate everything that we've already learned from day one, and then to deepen into some new curriculum tools. And we'll also even touch on some facilitation tools as well. So I'm looking forward to all of that before we jump in a couple of housekeeping pieces that I wanted to make sure that I mentioned. So the first a number of you have asked the Facebook, how long will the Facebook group be open. So the Facebook group for curriculum lab is going to be open until December 16. That's a week from this Friday. Once we close the Facebook group, it'll be archived. So what that means is you can still access it, to read through the posts and to read through the comments. And to get the resources in there. You can go back to that at any time. It's just that at the end of the day,

December 16 is when we'll close it for any further posts or comment. It's one of the things that means is that if you want to share your work for reflections or feedback, or if you have questions, please do so. Before the 16th Don't do it like last minute the 16th Because then I won't have time to read through it and be thoughtful about it and give reflections and feedback. It's been amazing. So many of you have already shared your work and you're doing incredible things. It's just amazing. The thought leadership and the pieces that are coming out of you I've enjoyed so much just being with your thought leadership and your curriculum. If you haven't yet shared or if you want to share again you're in the next place with it. You've worked on some of the reflections that have been given you've developed it please continue to share. The Facebook group really is if you are on Facebook, the Facebook group really is the best place to share so that we can all learn from each other and the easiest way for me to be able to give you suggestions and feedback is to put your curriculum on a Google Docs and then I'll request access to it. I know a couple of you aren't on Facebook. And some of you have that been, who aren't on Facebook have been sending me your curriculum via email into the info line. And if that's more aligned for you, if you're not on Facebook, please feel free to do that as well. The support is here for you, in so many different ways, and I'm so happy to take a look at your work. Speaking of support, the other piece I wanted to mention is that your last get it done session with invol is this week. It's Wednesday at three Eastern, I know that those sessions have just been so rich. So if you're wanting one last get it done container that's there for you later this week. Let's see. I also wanted to remind you that next week, we have a bonus call. Which I highly recommend coming to it's like bonus not bonus, it's really part of the program. It's it's we're gonna dip a bit more into facilitation pieces just a little bit. And we're going to look specifically at some online facilitation pieces that I think you'll find really helpful and really valuable. It's just helped. Well, it's just kind of taking the work we've already been doing and going deeper and deeper with

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it. Also, this

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at the end of this week on Thursday, I originally said Friday, but I asked the team to push it a day earlier so that you have it a day earlier, we're going to be dropping in your member center, another bonus recording. So if you haven't already listened to the first bonus recording there, it's on journaling exercises. And I really recommend listening to it. It's about an hour long. And I go through a lot of just different ways of using journaling exercises in group work layering journaling exercises in group work. This Thursday, we're going to draw up a second bonus recording, which is an online ritual circle is a recording of an online virtual circle that I have facilitated in the past. So it's a different kind of teaching for you. It's an opportunity to actually insert yourself into the circle and experience this recorded circle. As a way of bringing everything that we've been learning so far in curriculum lab to life even more, you're going to see you're going to experience how I activate each of the four levels of learning and processing, you're going to experience the transformational exercises, et cetera, et cetera. So my invitation to you is to be participant and facilitator. So first, kind of put your participant hat on and journey through, it's about 90 minutes really take yourself through each of the exercises in real time

experience in that circle. After that, my invitation to you is to put your practitioner hat on, it'll probably already be a little bit on as you experience the circle, but then, you know, put it on even more firmly and say, Okay, how did every How are the different things that we've learned in curriculum lab? How did that apply to each of the things I just experienced? It will help you integrate and embody everything even more deeply so that you can then use it in your curriculum and also in your facilitation. Any questions on any of the bonuses or any of the pieces I just mentioned? No.

9:31

Hi, Joanna. Hi. Hi. I just wanted to make sure that everything was still be available, except for the Facebook page right for a while.

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Everything so how I run my business is I don't take any materials away. So all of you will have everything in the member center for as long as my business is up and running and supporting the member center so you don't have to run To make sure you download things or get to things, you have it for life or for the life of my business.

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Thank you so much. I really appreciate that. Because I

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know I'm really glad you asked because it's good for everybody to know. Yeah, Kristen, I mentioned earlier, the Facebook, we're going to archive the Facebook group on December 16. So you'll have access to read it or go back and read anything after that. But 16th is when we won't have any new posts

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or comments. Okay.

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Okay, last logistics piece. Oh, someone's raising their hand. Yeah, Kelly. Okay,

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can you hear me now? Yes.

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Okay, there we are. Um, I was listening to the journaling call, which is great. But I've only been able to access it from the email that Tolia sends. And I wasn't able to find it in the member center. And I was wondering if there are any accompanying worksheets or transcript by chance.

11:10

So it's all first of all, it is all in the member center, some with a member, some center, sometimes you have to log out and then log back in when new things have been updated or

uploaded. But if you scroll to the bottom of the page, we've got the bonuses there. Were we're adding transcripts, I can add a transcript of the journaling call as well. I'm happy to do that. So we can have that put in there.

11:42

Awesome. Thank you so much.

11:48

And next week is our last call. Yes. Yeah. And, Brenda, if you want to purchase a curriculum review after the lab is over, you absolutely can. Okay, okay, last logistics piece. Um, before we jump into the meat of our call today, our time in the ladder know about for you. But for me, our time in the lab has gone by very quickly, I can't believe we're already on our fourth call. And we're a month in a number of you have already been asked a number of you have already been in sacred depths. And a number of you have already been asking about sacred depths and about what's next after curriculum lab, and how we can continue to work together. And of course, it's made me so happy to hear that you would like to I would love to continue to work together if it's right for you. And I want to just take a couple of minutes right now I had been I'd promised I'd share a little bit about sacred depths with you. So I want to take just a few minutes. And then I promise we'll jump in. And we'll have plenty of time today to cover all of our pieces. So as we've been working our way through curriculum development over this month and over, you know, the last couple of weeks, probably you've begun to notice that no matter what your expertise is a vital component to being able to lead incredible groups is to have top notch coaching skills, knowing how to masterfully connect clients to their why knowing how to skillfully work with fear and resistance because it will inevitably come up no matter what your topic is. Knowing how to support clients to move beyond self sabotage, knowing how to get into the crags of where your participants blocks are and where their obstacles are knowing not only how to craft breakthrough questions, but how to create questioning sequences that really yield breakthroughs. All of these are key components to coaching. And all of my coaching skills have made me world's better at creating curriculum at facilitating groups and of course, at my one on one work with clients. My coaching skills have also done more than that. They've helped me build my business, my coaching skills, keep my clients coming back and coming back, because they're so happy with the work that we've done together. My coaching skills also help me generate a constant stream of referrals from those happy clients and students that keep on coming back. My clients tell their friends and their friends told their friends it's not that I don't market I absolutely market I work at my marketing I It's not a cakewalk. But I mark it less than a lot of other folks who earn as much as I do or serve as many people as I do, because of renewals. And because of referrals, I don't meet a whole new roster of people every time. Plus, my marketing is stronger and more authentic, because my coaching skills ensure that I can stand behind my marketing promises. And it's because of all of this that I am always just so excited and over the moon to share about sacred depths. Sacred depths is a 10 month comprehensive, no stones left unturned coach training where you learn evidence based trauma informed skills. And those skills are rooted in neuroscience, those skills are rooted in the science of ritual. Those are skills that are rooted in somatic work. Those are skills that are rooted in Jungian shadow. And those are skills that are also rooted in my 20 plus years of experience of working with 1000s

of individuals. And I bring all of this in an incredibly high touch training, where you get so much opportunity for support and to be coached by me, and to also practice your skills with feedback. The training really helps you become a cream of the crop practitioner, who knows how to handle any client's situation, and who your clients really credit for being a major partner for change in their lives. So I can't walk you fully step by step through everything you receive and sacred depths. We be here for many hours, it really is that comprehensive, and that chock full. There's a full syllabus on the registration page that takes you step by step through everything we learn. But there are just a couple of pieces that I want to share about the training. There's three main pillars to the training, we learn first, foundational coaching and transformational skills. But even if you've learned foundational skills before like listening skills, questioning skills, creating awareness skills, we learn them in an advanced way we get to the techniques within the techniques and the details within the details, so that all of those foundational skills become so much stronger. The next pillar of the program our advanced coaching skills. This is where we go into learning how to befriend or fear or how we learn to rewire negative thought patterns where we learn about the wheel of self sabotage, resistance, archetypes on and on and on, basically, so you have a toolbox full of any technique you need in any moment to support your clients through their blocks. And then the third pillar of the program, I don't even know I always kind of waver on what to call it. But it's basically like the cream on top skills. These are skills that no one out there else is really touching ritual skills, journaling skills, how to coach around time, it you know, learning how to be with the mystery, supporting your clients and that for everything that we learn in sacred deaths. We learn it in three different ways. Not only do you learn the step by step techniques and skills, but you learn more than that, because just the steps and the techniques alone aren't going to get you very far. For every skill that we learn. You also learn the human behavior, the range of human behavior and response around that skill, so that you can meet each of your clients where they're at and know how to use the skill in that moment. And then the third thing that we learn are energetics that is about you as the practitioner embodying the highest level of beliefs and energies so that you can show up as the leader that you are so that you don't get in your head and your stuff and your fears and your you know, like all the stuff from the there and then it keeps you in the here and now so that you can serve at your highest. The program is chock full of support. There are training calls that are live, where you get to ask q&a where we do deep inner work. There are practicums where you get to practice your skills. There are small group cohorts that are kind of like small study groups. There are monthly additional q&a calls You get a coaching partner if you want, and a 350 Plus page, incredible

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handbook.

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Sacred ducks is not coaching light. It's super advanced coaching for practitioners who are committed to going deep and who want a full tool bag of techniques to support your clients through anything and everything that comes up. It's a long program, I cannot teach you all of this in 10 weeks, it is for people who are committed to 10 months of deep intensive work so that you not only cognitively understand the skills, but you deeply embody them. The program

is for seasoned practitioners who want to go deeper in your work in your client work and for yourself. The program is also for new practitioners who know that you want to do the deeper work and who are committed to really going deeper and to doing the work. And then the program is also for practitioners who aren't necessarily coaches, like massage therapists, nutritionists, acupuncturists, etc. But for you if you recognize the vital importance of being able to combine your modality with supporting your clients to overcome their blocks. If you're thinking this sounds incredible, but you're also wondering how it will help you market your business, I have that partially covered for you in sacred depths, I say partially because it's not a full on business coaching program. But you get a full suite of business support, recordings, trainings, access to q&a from me, that will support you on your marketing, on your outreach, on your branding, on your sales conversations, et cetera, et cetera, et cetera. Okay, so right now there's an early early early early bird rate, it's the lowest rate that it will be. And that early early bird rate is until December 16. I think some of you have seen the emails on that. But because you've participated in curriculum lab, I want to make it even easier for you if you know that you want to step in, and I'm happy to give you an additional \$300 off of that earlybird rate, if you register by December 16. So instead of the regular \$8,000 rate for the program, you would receive it for 5997. If you step in before December 16. So that's \$2,000 off the program, whether you do the pay in full, or the payment plan, the payment plan would be 16 monthly payments of \$317. If you step in before the 16th you also get a couple of extra bonuses. One is in February, I'm going to be doing a live full day virtual retreat on authentic sales conversations. You get the recorded version of that as a bonus regardless, but you want to be there for the live we go deep not just into step by step how to lead enrollment conversations, but the inner work and the energetics on it. Selena Yes, the entire program is virtual. And I'll draw the into the chat. I'm going to draw first of all the registration page. And then you need the special private code to get the extra \$300 off and the code for the extra \$300 off is deeper. Which I realized after we put it together sounds a little lewd. Forgive me. If you want to have a conversation about it with Caitlin or invol on my team, I highly recommend scheduling a conversation with them. We all of our enrollment conversations are trauma informed, they're not aggressive. They're really not about let's make the sale but let's really support you to see what the best most aligned decision is for you. program starts end of March March 28. I just realized I should share that. Alright, we'll have q&a Later in the call and if anybody has any more questions, please feel Feel free to ask I'm more than happy to answer any questions on this. But for now, let's jump into our work for today.

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And

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before we get into the meat, there are two loose pieces that I want to I wanted to make sure I mentioned. Number one, I posted this in the Facebook group, but I think it's important enough to just give it a minute or two here as well. I involved and I have noticed, and this is within the realm of normal, by the way, this isn't the only group but we've noticed that a couple of you in this group are like, but I want to put more in and I feel I really want to take this piece out. But I know it's gonna make the program too long or is it really necessary. And like having like a little

bit of trouble maybe taking out the last one or two pieces from your hero's journey that you know, don't really fit into your curriculum, but it's just kind of hard on your heart to do it. If that is happening for you, I have very good news for you. The good news is that you can include it in your program as a bonus included in your program. As a bonus. Now, we're not talking about including 10 bonuses here, right, we're talking about including one or maybe two bonuses. So this is a step on the hero's journey that maybe isn't really necessary to get your hero from where they are starting to where you want them to end at the end of your curriculum. But it's a piece that will just really, you know, your ideal client, it will help them in general on their journey. And so the reason why I am recommending to pull it out and put it as a bonus, two reasons number one, so that it doesn't water down your curriculum, and your hero's journey, keep the integrity of the hero's journey. But number two, it's actually very compelling from a sales perspective, to have bonuses to pull a piece or two that you know, your ideal client is going to find really, really valuable, and then have that bit extra. And it can be extra for anyone who purchases your program. Or you can use it as if you purchase by this date. Right. So actually a great example is when I was just sharing about sacred depths, I was sharing about the live authentic enrollment conversation, virtual retreat, which is in February on February 10. You don't need that retreat to be a stellar practitioner who co creates transformation with your client. It's about enrollment conversations. However, I know that for the folks that are attracted to me, you want to have an integrity, trauma informed, effective enrollment conversations part. And part of the reason why you are why you sign up for Sacred depths is not just to like do the great work and the souls work but to help your business. Right. And that helps your business. So that is a great pull out as a bonus.

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Okay,

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any, if you have any questions about bonuses, we'll have time, what if I should pull it out? Shouldn't this not we'll have time in the q&a. And you can ask or you can ask in the Facebook group, but I wanted to make sure I mentioned that. And then the other piece I wanted to mention is since we've already just like dipped a little bit into marketing, I just wanted to talk a little bit more about marketing and curriculum lab isn't about marketing. But that being said, everything that we've covered in the lab is 100% relevant and useful for effective marketing. So I just want to lightly point out some of the pieces. For example, now that you know where your hero is starting on their journey with you and your curriculum and where your hero is ending and you know the steps in between. You want to include that in your sales pages. So one of the things that you always want to include in sales pages, is you want to support the reader to know where they are right now what's and what's not maybe working as well as it could be right now. You also want to activate their vision of what's possible, should they take the course with you? And then you want to paint a picture of How your course is going to help them get from where they are now to where they want to be, those are your steps, write a short paragraph about each step. So if you look at any of my sales pages, you look at the sacred depth sales page, I lay out where folks are, where they want to be. And then I lay out just in short form each of the stats of of how we get them there in the program. So you want to think about that for sales

pages, you want to think about that, for sales conversations. And for any type of marketing that you're doing. We also looked a lot so far in curriculum lab, it's speaking to resistance in your curriculum lab, apply all of that to your marketing, right? Because your prospects, not only are your students going to have resistance, your prospects are going to have resistance, remember to speak to resistance in your marketing, right? And there's so many different applications of that. And I'm going to name just one right now, to illustrate it. On sales pages, the way that I use. Mostly, the way that I use questions, like commonly asked questions, is to be able to name a resistance, normalize it, and then speak to a way around it just like we've learned in this course, right? So for example, one of the resistances, or one of the q&a on the sales page of sacred depths is but this program is so long, like do I really need 10 months, right, that is a resistance. And so I normalize it and I speak to what each of these pieces as well as the steps that we've looked at of step one, connect your hero to their why step to help them locate where they are step three, speak to resistance, you want to use those in your preview presentations. So those presentations or workshops that you do in order to invite people to work more deeply with you, right. So again, lots of different applications. But I did want to highlight that, I want to invite you, if you're not already to be thinking about everything we're looking at at the lab, and how you can apply it to your marketing, not to mention now that like with each of your steps, you can pull on any of those for newsletter articles for social media content, etc. Alright, and as a reminder, even though this isn't a marketing program, if you have any business or marketing questions, asked me in the q&a asked me in the Facebook group, I'm more than happy to support you. All of that being said, let's now get to them of today's call. And I want to start by looking at the process of change. Because we want to integrate the process of change into our curriculum, we want to be thinking about the process of change. As we craft and create our curriculum. So many of you that have already shared your curriculum, you've got that process of change in there, but I want to highlight it even more so that we can be even more intentional about it. So how do human beings change? Usually, it's not an overnight phenomenon, like they have one breakthrough, you know, one new awareness, one breakthrough, then boom, right? It's like the sky is open up. And everything is, is different. And you know, they're changed and their habits are changed. And whatever they're working on is changed forever. Even when it looks like that's what has happened, I can almost guarantee that there is a series of like hidden steps before that to then yield what looks like that, you know, immediate outside change. It's like there's a domino effect. And that's one of the reasons why we have a hero's journey, by the way, right? It's stuff that builds on stuff that builds on stuff that builds on stuff. But the other way that I want us to be able to look at and think about this is that here's another way that human beings they have a breakthrough, right, which is a new awareness. A new idea. A new Vision, a new piece of information, a new feeling a new energetic pattern, etc, they have a breakthrough. And then from there, we want to help them. We don't only want to help yield breakthroughs, we want to help integrate breakthroughs. So a breakthrough happens and there's an opening, when that breakthrough happens, a person is more willing to take the next step, to take the next action to lead them to their goal, to try a new experiment, that's going to get them to the next place, right? So we we want to kind of harness that so that they take their next step, that's oftentimes the next step on the journey, or the homework that you give them in between one week and the next right. And then that's that homework helps integrate

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the learning.

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And what you do at the end of a session where you ask about takeaway use, and what people have learned, it helps integrate the learning. At the end of every exercise, you want to have an integration piece as well, right, it helps integrate the breakthrough integrate the learning, and then help people change as they have the breakthrough by taking action. And by looking at takeaways or having an integration piece, they embody it more, and then they're ready for the next breakthrough, the next piece of learning the next new fact the next new idea, the next new awareness, new vision, feeling energetic pattern, etc, you want to do the same thing. And then over time, that shepherds, your hero in your program towards the ultimate result, and the long lasting change. Now, this is not linear, as I've said before, unfortunately, because sometimes there's going to be a slip back, right, we might look at a particular fear at the beginning of a retreat or a course or whatever it is. But we don't want to just leave that and be done with it. We want to circle back to it for deeper integration, maybe another time in the course or a couple of other times in the course again, breakthroughs integrations are series of integrations on the meta level, the course is a whole on the session by session or step by step level, as well as on the exercise by exercise level. Every exercise is a mini hero's journey on its own. Every exercise is a mini hero's journey on its own right that if we think of it this way, then we don't just throw random exercises in which we don't want to do. We think about it this way, it helps us say, okay, the journey, the hero's this place in their journey, they've done these steps. And now I want to do an exercise and this exercise is going to help them get a little further along in the journey. Right. So where are they starting at the beginning of this exercise? What is it that I want them to have at the end of this exercise? And then what are the steps that are in the exercise that are going to get them there?

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We want to think about all of that, as we said last week, with the four different levels of learning and processing as well. Which of the four levels are which few of the four levels of learning and processing are going to help the journey, the mini journey of this exercise? What's going to be the best way to learn that

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let me pause there.

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And he what's sparking for you around this idea of the process of change and the breakthrough an integration and breakthrough an integration and each of these mini journeys.

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Tracy

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when you just mentioned to have an integration after each exercise that was like a light bulb went off for me. Because I don't do that after every single exercise like my integration is like one week we meet and then the next week that we don't meet is the integral Question. But breaking it down even more means I feel like it opens something up for our client to be able to receive that in a way that doesn't feel so overwhelming. It's like you're giving them bite sized pieces. And I just feel like energetically. It's there's a different feeling, you know what I mean? Like, there's a different emotion that I feel like it elicits. So thank you.

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Yes, I'm so glad. And when we go through the curriculum, example of curriculum that we're going to go through today, I'm going to give lots of different ways to do integration pieces with exercises, by the way, for everyone, me just pausing right now and asking folks, you know, what sparking for you. That's an integration of the piece that I just taught, right? There wait

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way. I love this piece about the hero's journey, in these smaller micro movements throughout the course, and experience, and to me, that just really works well for my, the nature of what I'm doing anyway. And it's like, becomes this epic, epic quest, where in each instance, we're able to feel like we've accomplished something that we move through a mountain, and that is like, there's this win sense that, you know, it's like every step along the way, because a 12 month program is quite some time. So having these incremental wins, this focus is really powerful.

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Yeah, good. I'm so glad that that's coming together. And it fits so much into your framework. And I love that you just said incremental wins, because I think that's the Another really helpful way for us to look at this. But human beings are motivated to keep on the journey to keep on going, when they when they know they've had a win. And they know that you because there's there's inevitable blocks to write that we want to know how to work with. But when we have this, like, Oh, we got to the end of this mini journey. And this happened, right, there's that win. And there's that win. And that's part of what motivates the forward movement as well. Sarah? Yeah. Thank you. I noticed that you like to use a lot of metaphors like even grounding us in where are we in the hero's journey before you asked that engagement question? helps me kind of go. Oh, that's right. We're all on a fairy tale. And especially with the group that I work with, I've maybe not especially I don't want to claim that but parents of teens and young adults on a mental health journey together. There's lots of different metaphors. And so it's a good reminder. Get the metaphors grounding. Yeah. Good. I love that. Yeah, it does. It really does ground grounds us as curriculum writers, I think. Yes, it's a two way grounding and glad. Yeah, those are always good, aren't they? Yeah,

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good.

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Okay, so with all of that in mind, I'm going to share with you I'm going to get on my screen. And I want to take us through a sample curriculum that will bring everything together and get us into more of the details of creating this layered curriculum and layered transformational exercises. As I go through this curriculum right now, I'm going to be sharing a lot. But I don't want to overwhelm you. So I'm not going to share a lot of the facilitation pieces, I'm going to keep it mostly to the curriculum, but in terms of where I paused on things where I modulated energy, the one on one work that came you know, in between or how I coached people in between. That's all that's facilitation. I'm going to kind of leave most of that out of it. That's like our coaching skills. And I'm going to focus on the curriculum and the exercises. So give me a moment. Let me get this up on the screen. This

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share screen

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all right, Can y'all see my screen? Okay. So The curriculum that I'm sharing with you, it was one day out of a three day curriculum, a three day retreat, a three day curriculum. And the topic of this, it was an in person retreat.

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And the topic of

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the full retreat, the three days was owning your full voice, in order to grow your business. That was the topic of the full retreat. Where we're going to start looking at the curriculum, I'm not starting at the very beginning of the retreat where I created the container. And we did some preliminary, the, you know, the steps one and two and three before the methodology. And in fact, this may not have started day two, I think it started the afternoon of day one. So it started a little earlier than I told you. It was about eight hours of curriculum. So the first step that I introduced in this owning your full voice in order to grow your business, step one, I called it for myself an introduction to your voice, an introduction to your voice, right. So I wanted them first my participants to have an intellectual framework and inspiration, and a heart connection on this topic of what the voice even. So in this introduction, first I told a personal story about how I came to own a piece of my voice. And this personal story was is a very dramatic one. That has to do with anyway, doesn't matter what it had to do with I won't share it here. But I shared a personal story. And the reason why I decided to start this topic off by sharing a personal story about how I came to own my voice more fully, is because my story I knew was going to activate the start point and the end point for my heroes, they were going to see where I started with this. And where I ended with this and they were the people in the room, were going to be able to see themselves in it. And I told this personal story. By the way, for those of you that are in advanced, I just realized I use parts of this curriculum and advanced as well, you might recognize it. So after telling my personal story, then I went on remember, we learned last week, we always wanted to find our terms, it's important to do that. So I went on to define the terms and to talk about what the voice means or how we were going to use this idea of the voice what

it means in the context of your life and your business. And I gave lots of different examples so that people could really understand what I meant by voice when it comes to your business in your life spoke about speaking directly and honestly without fear when you're in your client work being honest and direct with team members being willing to market and be seen right that's another aspect of your voice. So shared lots of different examples so that we would all be on the same page of what this mean the voice means in the context of business and life.

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From there

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I activated why like why we would even want to claim our full voice and I spoke about why claiming the full voice this is so important for your business and your life I shared how when you claim your full voice it helps you go deeper with your client and effective ways how it helps magnetize clients how it helps you make more money, how it has helped you have more of what you want overall et cetera et cetera right so I went deep we've learned about this right we want to connect our heroes to the why not just at the beginning of a retreat or a course but as we introduce each piece of new material I connected them to their why by sharing them what with them what was possible why claiming their voice is so important. I also connected to them them to the why by sharing what happens when you don't claim your voice, because I knew they would find themselves in that as well. Right things take slower. When your client work. You keep your work hidden. Maybe you market but it's not aligned, right. So I spoke to all of the reason all of the things that happened when you're not claiming your full voice as another reason to be invested in the material and to find themselves in it. And then the last piece that I did in this first step one of introducing people to their voice, is I just lightly started to speak about why human beings have trouble owning their voice. So it's kind of like a little setup, as you'll see for what comes later, people have trouble owning their voice, because of fear of judgment or failure for the tool. They were told to be quiet when they were younger, right? So I just kind of named some of those pieces for folks. I'm gonna go through one more step. And then we'll pause and I'll take a look at what's happening in the chat and also ask for questions. So after I gave this step one, this introduction to the voice, the next step on this hero's journey was for them to get clear on where they were having trouble with their voice, where some of the wounds, right, so I set that some of those that wounding piece up here. So I wanted each person in the room to start to get clear on where they were having trouble with their voice. First thing I did here was I spoke to some resistance. I said, especially if you've been working with me for a while, you've probably really worked on some of your voice wounds. I write I wanted to name that you might have already looked at some of this before. But that doesn't mean that you shouldn't listen, right? We're gonna go even deeper. Now, please take this seriously, even if you have been working on this already. Because we're gonna get to the deeper level of insight where you can use all of this even more. So I spoke to some resistance in case people had already thought I already worked on my voice Been there done that I don't need to be invested in this right. Next piece I did in this, you know, getting clear on your own voice wounds, is some journaling. We did a couple of journaling questions to help folks locate where they were with their voice, and how it's been an issue for them. So the first question I asked was, Where is your

voice stifled? Or where are you stifling your voice and your business right now? And I asked her the secondary question there because I thought people would same. It's really the same question, but a different way of getting there. For some folks, how often do you currently censor yourself in your business? Right, another way of stifling your voice. And I tell people to think about, think about where you do this with your team? Where do you do this with your clients? Where do you do this with your prospects? Right, I gave different examples of areas of their business, where they might be stifling their voice, I included family and friends as a part of their business. Because for some people, when they stifle their voice with their partner, for example, when it comes to their business, right, they don't share about needs or this that or the other thing. So this helped them locate what was going on for them right now with their voice. Then we went deeper to the next journaling question. So that they could understand how these all these ways that they're stifling, and censoring themselves, they could understand the impact that it's making in their business. And so I asked the journaling question of what are what are the results of being stifled in these areas? What's happening in your business? Because your your voice is being stifled? So, through these two questions, a lot of cognitive information came through for folks where they could see what was going on for them in terms of their voice and their business. And then the next thing that I did is I asked people to pick one thing to work with a lot came through, they were stifling and their team in this way and that way, they were stifling with their clients in this way or that way. They were stifling right on their website this way. That way, I asked people to pick one to work with. This is because if we would have continued to move forward with all the things in a very general way, it would have been harder to hone in on some of the biggest fears or limiting beliefs it would be too vast When I asked them to pick one to work with, I said the one that's that you feel is impacting the most right now. Right. Now at that point, before we went any further, I paused and I asked for shares on any of these three questions I asked people what was coming through so far, what were they seeing? I paused for a group share for a couple of different reasons here. Number one, as we were talking about earlier for integration, right, so already a lot of awareness had come through, let's integrate it more. Number two, in a group, this is a facilitation skill. In a group, you want to use the power of the group, not just your wisdom and experience, but everybody's wisdom and experience for learning. So I knew that by people sharing some of what had come through for them, it would spark ideas and new awarenesses for some of the other people in the room. This group share also allowed me as the facilitator to track to make sure that folks were getting there, they were picking their top one to work with, I think I may have asked here, you know, if you're not sure on your top one to work with, now's a good time to ask, it helped me track the group so that we could then go on to go deeper with all of this. I'm gonna get through this a little bit more. And then we'll pause here. So once we did all that, then we were ready to really look at the wounds in a deeper way. The the wounds around the voice, the stifling around the voice. And we did some work that was in line with that pathway number three that I was sharing with you all last week, the next piece of work was about creating awareness around fears. We want to create awareness, whatever your content is, whatever your step is, if there is some fear that might come up for folks around it or on that topic, it's often a good idea to create awareness around fears. That's because when we create awareness, we're shining a light on the fears, and we can't change anything unless we see it first unless we shine a light on it. And that's also because there's a coaching principle and a transformation principle. Human beings tend to like run away

from their fears, but actually, in order to transform fears, we want to lean into those harder, uncomfortable places. Okay. So I asked a series of questions again, so that everybody in the room could start to understand why they're stifled in their voice that these questions that I asked, they could be asked as a journaling questions. They could also be asked as partner pairs. So instead of journaling, you can partner you can get people to partner up in pairs. And then you can ask a question out loud and have one partner answer that question

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to the other. Sometimes,

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I mean, I love journaling. And I will also say sometimes it is really beautiful to do this kind of partner sharing when you ask questions, because people get to be seen and heard in their answers, they get to speak the answers out loud, which might also activate a spirit level or a somatic level or a deeper emotional level. The questions that I'm about to share with you I could have also asked them in visualization form. So I could instead of writing or answering in pairs, I could have led people through a visualization with the same exact question the questions that I asked were What are you scared might happen if your voice would open up and flow in that area? Right whatever area they honed in on their team, their marketing, etc? What are you scared might happen that What are you scared? We learn this in sacred depths. Whatever my we learned all different types of questions and questioning sequences and sacred depths and how to use different questions, so those of you that have been through sacred depths, you know, one of my favorite questions is Is the what's at risk question which is similar to this person, what would be at risk for you, if you were to do this thing that you really want to do? It can help uncover fear. And then I asked, Where does this fear come from originally? Where does it originate from? What are the events or series of events that brought it into being? How old were you when this fear first originated? Who modeled this for you? Where did you learn it from? So all of these questions that I asked, you know, those are origin questions. And this isn't really a material for what I'm about to say, next, we go deeply into and sacred depths, but I just want to say it here, for those of you that, you know, I think a lot of you will find this important. If your scope is coaching, versus therapy, or something else. Your job, when you help clients move through fears and blocks is not to hang out too much in the past, in the there and then. But that being said, one of your jobs as a coach, is to support your clients or your participate, or your participants in your group, to resource from the here and now. From all of the resources that they have in the present moment, versus whatever happened in the past, or the trauma in the past, etc.

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By asking

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these types of questions, where did it originate from what series brought it into being, you're supporting an individual to make a distinction between the then in there, and the here and now, which helps them resource from the here and now because it helps them see, oh, this fear? Is it

because it's an actual real life fear in the present? It's because of an old fear in the past that I'm bringing into the present, but it's different now. And then I asked some other questions, what's the belief behind that? How has that belief served you? Right? It's a good sometimes know how a belief has served you before you're going to transform it. So all of these questions activated more than just the cognitive level. From there, we did integration. First, I divided people into partners so that they could share what came through and integrate that way get reflections. Then from there, we integrated and embodied the new breakthroughs that came through even more deeply, we did a whole group share, I asked people to share and then from their shares, it helps me track where the group was at. And then at some of the shares, I went deeper with some one on one coaching to help not just the individual, I was coaching, but as a model for everybody there.

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All right, I'm gonna pause here. And

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I stopped the share for a moment. So let's do our own integration. What are you seeing? So far? That's really clicking for you. I'd love to hear a voice or two on this what? What is resonating for you? What are you learning? What are you seeing that's feeling important? Or what questions do you have?

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Natalie?

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Like some was saying in the chat, seeing it, like the visual representation of how you do it is really eye opening in a way that, like, I feel like I can see the build the setup and the build more clearly seeing that, that written outline, if you will, of how you did that particular retreat, Joanna. And, like, I think it helps me reshape how I even structure my sort of like outline because I think like, you actually say, you do a lot of work in that. And I think I have been kind of skipping around some of the, well, I don't know what to say or I don't know what to do, but it just shows how intentional you are. And I feel like that see you modeling that by showing us that to me for me, is like okay, now lay Don't be so like, not wishy washy, but don't be more intentional than you have been up to this date with your curriculum. So thank you so much. And it just like it just like oh my God, I feel like I have so much more to learn on this

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one No, you don't. This is like we're just we're getting to the pieces. And yes be intentional leave room for magic. You sometimes I throw out the curriculum based on what's showing up in the room and I just, I don't write with where I'm going. So I don't want it to be like, Oh, we're so intentional and sticking to every word on the outline. But yes, there's intentionality, where am I getting them next? And where am I trying to navigate them to next? And where am I trying to navigate them to

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ste? Good. Makita?

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Can you remind me, where in the three days, or I think it was three days did this particular group of exercises happen? day one, day two,

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I think now that I'm like, I went in not remembering. But what I'm remembering now is that this took up, I think most of day one. So I think in our in the beginning of steps, one, two, and three before the methodology, and then this took up the bulk of day one.

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Reason I asked is because some of those questions that you asked now, I'm wildly private, like brick walls, mostly. And I've obviously been in your space for a long time, I've been in a lot of your containers. I think one of the things that some of those questions in the partner share felt so like super vulnerable, was like the level of sort of safety that was psychological safety and emotional safety that you would have had to have created to get to the place where people would feel comfortable enough to go to that level of vulnerability. So early in the three days, that's, I think, where I was asking about what I was rapid trying to wrap my head around.

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Yeah, so I'm glad you're bringing up. So there's a couple pieces here. First of all, everybody's ideal client is a little different, right? So know your crowd, there are some crowds that are going to take longer. That's okay, right. But that being said, no matter what the crowd and you know this, but just as a reminder for you, what you do in steps one through three, and how you do them, you can set up a pretty strong and safe and vulnerable container in that first hour, hour and a half. That will really take you very far in terms of soaps, being able to go there with you after that. So, yes, we want to create those tight containers. For some folks, it might take longer, but I've I mean, again, I know I attract a certain kind of person, but I've found like that hour, hour and a half if you do those first three steps really well. You're you're close to there, you know, I wouldn't do shadow work right after that. But ya know, you Yeah. Good. I'm glad you're bringing that brilliant. Read. Thank you,

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Rita. Hi, I hit on mute. So I could have compartmentalised the learning up to now and can't recall it. Because you said something showing the outline about coaching or therapy. Could you what is how do you differentiate to do all this if you're doing it under the umbrella of more of therapy? Oh, that's a bigger question.

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So first of all, I'm actually not qualified to answer that, because I'm not a therapist, I can really only speak in the scope of coaching. But what I will share is what I do know, of a lot of how therapy has evolved over the last years is that so much of the work is similar in coaching and

that it's resourcing from the here and now versus hanging out too much in the there. And then so I don't know, hopefully, that's helpful, but I feel like it wouldn't be an integrity for me to answer that question. Since I'm not a therapist.

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Well, it's the if it isn't even go back to coaching. It's the the uncovering, and I think you were answering it just a moment ago of one two and three should get people set up to want to feel safe and then container to discuss almost anything, if there. Yeah, if there. I mean, there's there could be one or two in the group that's off or something but for the most part,

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absolutely. Having you know, all of those one steps one, two, and three are those container setting pieces

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and writing to that structure. Just keep writing to the questions the direction keeping them focused on that avenue. Yeah. Have you can you? I would sense you could apply it. transfer that knowledge to almost anything if you keep it that structure. Okay. Okay. Yeah,

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good question.

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Thanks, Casey.

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Hey,

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now can I remember what I was gonna say, um, I think what what I'm what I'm getting what I want to solidify by saying out loud. One that it's nice to see this broken down in a structure a lot of this or I feel like, there's a lot that I do intuitively know, which is great until I'm nervous or until I'm triggered. And then I can't remember what what should go next from here. So to have it broken down into a system as a person who's not naturally a systems person, you know, it's so nice and a good reminder to have structure for every single thing that I do and play and allow the magic inside of the structure. The other thing that stands out to me is the reminder to slow down, break things down into the smallest steps. You know, one of my shadows is assuming that people already know everything that I'm talking about. And so the fear of not wanting to be so basic that then they think I'm an idiot has been just fast forward through so much. And put so much into the space at once that then they're lost and confused. And you know, the value gets lost. So really helpful to see things broken down into the simplest possible question. And remembering that that is so valuable and opens up so much depth. So

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yeah, I'm so glad that you're underlining this that two pieces like the slowing it down, because we know our stuff. So well. We're just moving through it so quick in our minds, but our people don't. And even if they do, like you just said, it's oftentimes the simplest questions that can open up the deeper pieces. Good. Thank you. Let me take a quick look at what's happening in the chat. So I saw there is a request for me to share this document in the member Center. I'm more than happy to do that. Let me just make a note of that. We'll get that there.

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See,

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yes. Susan is saying taking time so important. Similar to Casey. Yes. That's about what I'm showing you in its entirety. Took about eight hours with breaks. Eight hours, it wasn't full eight hours of material.

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Yeah. Okay, good.

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Gloria, when I was talking about steps, one, two and three before it was that what we learned about the three steps that come before your thought leadership and methodology? Those are parts of the creating the container? Cow take Kelly, and then we'll keep on going? Kelly? Yeah,

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you actually just sparked this question, as he said that it took eight hours. And I'm curious, if you have kind of a breakdown of like proportion of time for our steps, one, two, and three, for the teaching for the question, asking versus teaching pieces. If there's just kind of a some foundation there that would help for guidance, because I know it would be easy to get lost in questions and, and that kind of facilitation, but then you're not getting to all the other pieces. So if you do that would be awesome to hear. Yeah,

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that's such a hard question. Because it depends so much on like contacts. And how long is the retreat or that session in general? And how much time do you want to give it and how many people are in the room. So there's, there's so many pieces that I think about that go into that equation. But that being said, if it's something like looking at fear, and you know, working with fear, I'm not going to give it just five minutes for shares I'm gonna give it so let me go back to here I'm going to share my screen again. So for example, this partner share I probably gave five part five minutes for each partner to share and get some reflections. This is a facilitation on another facilitation piece, but I'll just share with all of you because I think it will be helpful when I do partner shares, especially after something like this. Whatever amount of time I give, let's say it's five minutes per person. I'll usually say if you would like reflections from your partner, take three minutes to share what came through and about two minutes for reflections. I like to always include the option to give reflection means because so much more deepness and

richness can come. Now, sometimes you need to have agreements on the reflections and not advice giving it, you know, whatever it is, but so much more deepness can come, I also like to give the option because sometimes if it's a super vulnerable share, someone may not want the reflections as well. I have other types of shares where there aren't reflections, we call it sacred witness partner shares, where the partner, they're just holding space, and bearing witness to the share. So I'll always think about what kind of partner shares this is gonna be. And what are some ways that I want to set it up. But anyway, I digress. This like probably gave about five minutes each. And this like whole group share, and then picking, you know, some people who might want to go deeper as they, you know, might want to go deeper with them as they share, I probably gave this a good 15 minutes or a little more. Sorry, I know that doesn't answer your question completely. But is that helpful?

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Yeah, the example is helpful. Thank

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you. You're welcome.

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Okay, let's keep on going. So, at this point, in their journey, we had done an introduction, we had defined the voice, they had seen applications in their life about owning their voice. And then we move through this step two, for them to start to see where some of the stifling or some of the blocks around the voice came from, what those blocks are, what the fear is, the beliefs, where they came from how they've served. My next step with them was to help them see and feel the voice, I wanted to go deeper for them to see and feel all of this. So this step was about taking all of the new awarenesses that had already come up around the voice wounds, and take them deeper so that learning could be integrated in the heart level in the body level in the spirit level to the principle one of the principles behind this is the more that human beings can consciously and intentionally see, feel and connect with their own fears, with their beliefs with their wounds in intentional ways, not in all of the unconscious ways that we do throughout the day. But in these held intentional ways, then the more there's leeway for choice, and for shifting them and for moving forward. Also, when you can support a client to visually see an issue, or to somatically feel an issue that they're processing through, it can help move them through the transformation process more easily.

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So here's

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the exercise that I did for seeing and feeling the voice. First of all, I set up the exercise, I did a bit of talking, I didn't just jump straight into visualization, like, hey, you know, but first, I let people know what we were I first I gave them context on why it's important to see and feel their voice, right. I gave them that intellectual information so they could be invested. This is really again, like step one, at the beginning of our curriculum. This was like connect people to the why, why are

we even bothering to go into this next exercise. So I spoke about the importance of seeing and feeling their voice. And I, I shared with them a little bit, the logistics of the exercise beforehand. Sometimes I'll do a deeper experiential exercise. And I won't say first, we're going to do this. And then we're going to do this and then we're going to do this, I kind of leave it to the mystery as we move through it. Other times if I feel like people's minds need to just understand a little bit, the outline of things so that they can be fully present for the exercise, I will give them a little bit of a preview of what we're going to do, particularly if there's

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a change

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in activity during the exercise, which you'll see there was here. So that's like a logistics thing. So I like to tell people beforehand. So in this case, I said to them, we're going to start with a visualization. But then at some point as we move through the exercise, I'm going to invite you to move from visualization into drawing.

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I'm

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just giving the brain a little bit of thought that scaffolding can sometimes help. Again, not there are always exceptions to the rule. Sometimes I want to keep an exercise magical and if I know the brain doesn't need the scaffolding In the instructions, I'm not going to mention a little bit of a preview

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beforehand. So I set up the

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exercise I gave the context, I gave a little bit of information about the exercise itself. So people could like wrap their minds around it. And then we started with a visualization.

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And I

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invited people to scan their bodies to connect in with their bodies, activating this body level of learning and processing. And to start to see insight. Now, some people, I am calling this a visualization, this is another coaching skill. But as much as I can, during this, I'm going to toss that these little pieces to all of you. I learned late in the game, like two years ago, that some people have something called a Fantasia where they actually can't close their eyes or keep their eyes open and visualize, I always used to just like, say and visualize. But there are some people that their brains can't bring an image up in their mind's eye. That's okay, you can still do this

kind of work, just have people feel into where they feel it in their body versus seeing it. So I have folks do a body scan, and I had them see or feel their voice not biological, right? But metaphorically, where does your voice originate from in your body? Is it from your belly? does it originate from your heart? I had them see or feel the pathway that their voice takes through their body, I had them sense into where are the places that the voice feels open? Where are the places that the voice feels blocked, or stop? Where are the places they feel drawn to and really love, where are the places they don't like, as the voice moves through the body, I had them lean into the places that that felt stuck to, if see if they could run away into the library. Oh, someone needs to take themselves off. On put themselves back on mute, it's hard to say something. So I had them really first be with their bodies and feel into their voice as it was showing up metaphorically in their body energetically in their bodies. And then from there, we didn't do any shares, nobody spoke we went straight into the next piece, which I had them, then draw what they just experienced. And I gave I spoke to some resistance, I said, you don't have to be an artist, this doesn't have to be representational. There's no wrong way to do this. This is just about using the colors and feeling what wants to come through. Right, so I had them create a representation. Some feel a little facilitation note. I don't always do this with drawing. But sometimes when I have folks draw, it's a little harder online. But in person, I'll often have some nondescript music playing in the background, it helps hold the space in the container for folks, when they're doing something that might be a little scary like drawing. So after they they drew then again, we did a partner share where people got to share their drawings share what came through what they were seeing, they got some reflections and then again, we did a group share. That helped me track where people were at as the facilitator for further integration.

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From there,

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we went into some releasing of some of these, the blocks and the stuck places. One of the things I always say when I teach about ritual and ceremony, because we do a lot of releasing and ritual and ceremony is that sometimes when you do a ritual and release, something can be released right then in there. But most of the time when we do experiential or ritual or ceremonial releasing, it is part of the process of release. It is either initiating the releasing of that thing or the next step on the journey of releasing that thing, but probably something that they'll want to keep on coming back to. So we did a really cool exercise is for the release saying. And first thing I did in this exercise is I set it up because there were there were instructions to it and pieces to it. So I set up first by talking about the purpose and the value of releasing, again connecting to the why have this exercise? Why would we want to do that. And then I shared about the process of release, you know, I said, some of the things I just shared with you and some other pieces, and you know, what we're releasing is, et cetera. This exercise, part of what we were doing with this exercise was body shaking. So people were going to work got into groups of three. And they named the belief that they were ready to let go of, or the habit around their voice that they were ready to let go up. And then there are two partners were supporting this intention to release by shaking their bodies. And I'll share how they did it in a few minutes. But just for now, to say that needed some addressing resistance preemptively.

Right? Because some people are going to be like, Ah, this is really weird. What do you mean, I'm gonna lay on the floor? Two people are gonna shake me and right. So we spoke about that we spoke about rules of shaking, you know, asking permission of where you can touch and where not to touch? asking, Would you like this to be more vigorous? Would you like this to be light? Do you want it to not be touching at all but just energetically putting hands and metaphorically shaking, or maybe for you, it's not shaking, and it's just space holding from your partners, right? So we spoke about all of the rules around this. And then I gave a demo of the exercise so people could see it. First, they did a demo in front of everybody, right? So this is all setup from their people got into groups of three.

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And then

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there's a fine point. But it's an important point, you always want to give a little time for people to decide whose partner number one, I'll take like a minute or two. So maybe somebody really wants to go or everybody in the group has to go first. Right? Like whatever exercise you're doing. So I gave them a moment to determine who was the first person to be doing this thing. And then I asked, I had everybody, we were all in the room. So I just said, if you know who your partner is in the group, partner, number one, raise your hand, just so that I could do a quick scan of the room to make sure everybody had a partner. And then I still facilitated everybody in this group before they did their own partner work. I said to everybody, okay, now for your partner one, number one, I want you to share with the two other people in your group, what are you ready to release? What is the belief that habit, the pattern around your voice that you feel ready to release? Or start releasing? Now share with your partners? Why why are you ready? That's an A, that was an important question for this exercise, so that people could connect with like, they could have this intellectual awareness on the cognitive level, like this is why I'm ready for this release. I wasn't ready before. But this is why I'm ready now. And these are the reasons why I want this to happen. And then I asked them to come up with a word that would symbolize what they were releasing. This was so that their partners could be whispering that word as they were doing the shaking to reinforce on not just the body shaking, but then reinforce on the hearing level, the release that's happening. And by the way, I always coach the web based on the who some people end up answering this question with a word that symbolizes what they want to release. Other people choose to answer a question like this with a word of what they want to feel when the release is done, right. So everybody kind of gets to have their own journey. And things I always that's one of my philosophies, like I give instructions that everybody can adapt

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for how it works for them.

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And then from there, we did the actual shaking. So however, people wanted the release to happen for them happen differently for everybody in the room. As a facilitator, by the way, I

went around to each of the groups and supported in different ways as well. After the releasing, then the person had an OP who just went had an opportunity to draw their voice, again, what it felt like now after the release to integrate those changes from the shaking, and the releasing, and then they got to share with their partners. And their partners also got to reflect what they observed, as they were holding space for the process as well. Another way of integrating and then we did repeated for the other two partners, and then we kind of came all together and did a full group share. All right, let me pause there, what is coming together for you? What are you seeing? What's feeling exciting? What questions do you have? What is and what is this doing for your curriculum? Who wants to share? Raise your hand?

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What are you seeing?

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Michael in saying it's so logical. Do you want to share it, Michael? And do you want to come on and share a little bit more about that? How is it logical?

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Yeah, it's like hindsight, it's 2020. But I see the process, you know, where you're starting, where you're ending, and then these natural steps that take the client or the participant on this journey to get to the endpoint. And each step just feels really intentional and really logical, like, Oh, of course, that's where you would go next, of course, you would want to release before you get clear about what you want to bring in. Right. And, but it's hard to get that for myself, as I'm developing my own curriculum, to like see it. So logically, it's like, it doesn't come easily. To do that.

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It's about slowing it down back to what Casey was saying before, it's actually like, the more that you slow it down and see each of the pieces. That's where the logic comes from. And I think that you, I don't think you're giving yourself enough credit, Michael, and I know you pretty well, and I know your work. I think you do have a lot of these pieces in there. It's just slowing it down. Even more.

1:32:40

Thank you. And I will add one more thing that the slowing down note, like the curriculum that I'm developing right now that you just looked at it, it as I'm sitting with it, I've done a lot of work on it. But then as I sit with it, there's a one piece of it that goes oh, now I get how I need to break that he's down. Now I get the arc and the journey in that piece. And I'm realizing like over the years how much I've stuffed in to my expectations, like it is so overfull that it's taking me quite some time to really unpack it to a reasonable amount.

1:33:19

It's an undoing of a pattern. Yeah, but I'm glad that you're seeing it Yeah, and I hope one thing that everybody sees like I'm not in this example that I'm showing all of you I do a whole lot of

teaching I'm doing little teaching points in it but it's it's slow down to go deep with each teaching point. Not needing to share so much noon every program is different. Like I said curriculum lab, for example is more information sharing other programs not but we actually tend to you're not the only one we tend to overstuff things and taking out is actually almost always more valuable.

1:34:02

Good. Justine. Okay, so

1:34:07

it the the, like the flow of this, it feels so nice. Like she was just saying how logical it is that of course she would do this next and that next? And I guess part of what I'm struggling with personally is like, it feels like my program or what I have outlined so far. Doesn't feel as connected like one thing to the next. Right, like the like one topic. So for example. You know, self care is going to be one of the one of the sessions that we do, and and then there's also coalition building and collaboration. You know, it's another session, right? And so they're seemingly not related topics. But they all fall under the umbrella of what I'm doing with this These women leaders, so I'm not sure exactly what my question is, but I'm just noticing that I'm, like, watching this process feels like Oh, I'm not there yet. Like, I don't have the flow and the connectedness that this feels like.

1:35:19

So I hear you, and I don't want to invalidate what you're saying. And what I will say is remember, this is this was a retreat, your program I'm remembering correctly as weekly sessions. So there is a different number one there isn't, is a different kind of flow in it in a retreat versus weekly sessions. Because it's coming one after the other. The other piece is that everything that I'm sharing today was one kind of chunk, like bigger pillar of a three day retreat. So for example, the next day, after everything that I'm sharing today, which I'm not going to show the example of, we went into using all of that as inspiration to creating marketing plans. That wasn't as seamless of a flow, we had the daybreak there, right, we ended in the afternoon, and then came in the next morning. And we changed gears into marketing. There was connection back to the day before the information that came through the inspiration, the new energy, but it wasn't this like this kind of like building on it. It was like this kind of building on it. Okay, that's helpful. And what just came to me right

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now, as you were saying that, is that really the way I could be looking at it as as creating a whole and complete, like within each of the steps, like within each of the sessions, creating this,

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right, exactly within the sessions, you want this kind of flow, but then break in between week to week session to session, end of the day, have a retreat to the next it can be there can be more of a break. And you know, because you've been to my online retreats, when we come in the next morning, after a day, we don't even go back into the steps. We do integration. I ask what's

come up overnight, I asked for shares, right? Like we, we kind of keep it loose. And then we start the next thing. The next step,

1:37:31

if you will. Okay, super helpful. Thank

1:37:34

you. Yeah, you're welcome. Simon has a question. Francesco was asking, so VESA, the outcome the next two days were about marketing and planning different ways of really strategically applying the voice in business. So the outcome were different kinds of marketing plans and content and marketing. Francesca's asking how many people were in the workshop, there are about 20 for 15 minutes for whole group share seems quite short as they can take quite a long time. In your experience. Again, you want to expand it or make it shorter, you know, based on what the topic is how many people and when I say hold group share, just to be clear with everyone. I don't mean every single person in the group shared. I mean that I asked for shares in the way that I've been asking all of you for shares. I have other moments in retreats in particular where each person in the room shares. But that's not what I was talking about in these exercises. And Francesca is also asking, Did I invite them to sing as part of this workshop? Yes, not in the not in the material that I'm sharing today. But a couple things in my retreats. We just resync together because it's part of creating community and spiritual connection and and training the heart. heartbeats. But for this topic, in particular, I did. We did it an exercise that I learned from a woman named Shawna Carroll called Spirit song, which is a beautiful way of accessing the voice to sing in the body. It's very powerful. Kristen, saying I love the idea of using art and drawing as a way for the participants to track their progress. Yes, that's things we were doing. Sandra is asking how much time do you leave for organic shares at the beginning of each session? assuming there's 90 minutes in a 10 to 12 week program. Senator, can you come on when you say in the beginning, do you mean before you get into the steps for that particular session? Just want to make sure I understand what you're asking. Yes. So it depends sometimes I don't at all.

1:40:03

Um,

1:40:05

you know, it just depends on how much I'm going to cover that day. So sometimes I don't leave room for organic questions at all. Sometimes I'll leave 10 minutes or 12 minutes in the beginning are 15 if I if I feel it's necessary, I have that space.

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I'm gonna take one more

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share. And then I'm gonna, I'm gonna look at another piece or two, that Yeah.

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Yeah, my share is actually a realization from what just expired, that it's such deep and layered work, you know, depending on what your offering is. And since mine is around emotional release work, I think it would be fantastic if I included a private session with me as part of the curriculum, which I never thought of that. But I really think it is so that when we all arrive, we're pretty much on the same page in terms of the depth that we've just had, you know, in that one session with me.

1:41:14

I love that. Yeah, there's some programs that have that component. And again, we never want to add a component to a program unless it helps the hero get to their end result. But if you know that, that will, that's a beautiful piece.

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Yeah, yeah. So I really got that today. So thank you. Yeah, you're welcome.

1:41:34

All right.

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Let me share with you the rest of that day. Okay, after the release, and by the way, I'm not including lunch breaks, and just like breaks for integration. But you know, for example, after something like this release ritual, we're not going straight into the next thing, or taking a good 20 minutes or so to take care of our bodies to take a walk outside, to integrate, et cetera. After that, though, we had two more pieces for that day.

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And again,

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I don't want to give you the wrong information, we may have even this may have even been the end of the day here. And then we may have come back the next day for this next piece. But through all that inner work that we did, I wanted to bring it back to the topic of the retreat at hand, which was growing your business using your voice to grow your business. Now we didn't get into strategy here. But for to bring it back to that to bring it back to the to intellectual cognitive pieces we went into we grounded back into concrete applications. So I asked some questions to support people to then take all the information that had come through the day to get clear on how they want to how they want to bring their voice into their business. I'm a big believer of working the inner and the outer and the inner and the outer, if you have only all outer work, without the inner there gonna be a lot of blocks and fears and pieces that are hard to bypass. If you have only inner without outer, it becomes a little bit of like an addiction to the like that the inner without actually moving strategically on the outer. So I like to have. So I asked them, What would you like to be speaking and using your voice on in your business? You know, What haven't you been that you would like to? What in your marketing? And in your

messaging? Would you like to really be speaking on? What in your client offerings would you really like to be putting in? Right? Where what is where is? Does your voice? What more do you want to bring of your voice to your offerings? Is there a topic that you haven't included in your offerings that you really want to? What about with your team, right, etc? Why do you want to be using your voice on these things? What will the impact be if you do for your business and for the people that you serve? I asked what would you need to believe in order to bring your full presence to these things right? So starting to kind of bring a new belief that can inform them as they do their work? What are these two pieces of evidence that let you know that this new belief could be viable? So we did that and then from there I guess we did all do this in one day, the last piece of the day, was doing a practice of owning the voice. And people got into groups of two or three. And I invited them to speak out loud. One Truth that when I say lying, I don't mean that they are consciously lying about it, but like to speak out loud a piece that they really want to bring into their marketing to speak out loud, with passion, a piece that comes straight from their voice about, use something on their message, or to speak out loud with passion and conviction, something that they know they're really ready to bring into their offerings, etc. So that they actually had the practice of sharing these new pieces that are we're opening up around their voice with others. And then their partners had the opportunity to state that into reflect, Oh, I saw your face light up. When you said X, Y or Z. I saw maybe you like recoiled a little bit when you started to talk about a and then you found your footing, and you opened up right? So they got to then get reflections on it and integrate more deeply. And then the end of that day, I did one more just integration of the whole day, what are the most important things that you're taking from today.

1:46:37

And then after that, we gotten to the following days, we got into the nitty gritty of marketing, based on what came through the inner work. And obviously, I will hold in our work throughout the next two days as well, because it's cyclical, not linear. And we went deeper because a fear of might come up as we were doing the nitty gritty. And so you know, we kind of wove and danced with that.

1:47:00

Okay.

1:47:07

In a moment, I'm going to open up for takeaways, and also questions either on what we covered today or any question that you want to ask me. Before we do. I want to give you your homework for this week, which is continue to layer your curriculum and the exercises and your curriculum, find the steps within the steps, find the mini journeys, continue to look at the four levels of learning and processing and see where you know what once more wants to be activated around the four levels continue to look for places to address resistance. I'd love for everybody to write down. I'll put that homework in the chat because I said that very quickly. And as I do, I'd love for everybody to write down at least what is a big takeaway from our session today? What is something that you're really taking away from our time together today? Susan saying precut way down.

1:48:38

Yeah, who else

1:48:43

are you taking from today, please share in the chat. or raise your hand so we'll move into takeaways and any questions that you have for me on anything. He said did you want to share something?

1:49:01

Looks like you took yourself off mute, but that might be a mistake. Oh, it was. Thank you though.

1:49:18

Lauren's taking away how deeply layered connected intentional the pieces are. Linda's taking away how each exercise is a mini journey as well. Cathy's gonna slow things down, less is more Makita saying I do this process somewhat organically. But I see where I can go deeper and more intentionally with these pieces. Yes. And I know so many of you are already doing this organically and I really want to acknowledge that and it's like now you have some intellectual framework to help you do it even more intentionally, and hopefully even even more effectively. Juniper saying having fewer activities gives me more space to go through the full integration process for each one. Yes. AJ saying break through to integration, rinse and repeat. Yes. intentionality? Yeah. Anyone have any questions? We have time for questions or just anybody want to share anything voice to voice or celebrations? How can I help

1:50:27

you? Kristen? Hi.

1:50:33

Um, I think I would love it if you could say a little bit more about, like the difference between session integrating into the next session, if they're like a week apart or things like that, like how to smooth that out. And the series that I've been working on right now I have two weeks working on a specific thing, and then move on to the next two weeks on that. And so, yeah, I think as I look back on, I'm going into the ninth 10th week. But as I'm looking at ways to integrate things that they I mean, it's the whole thing is a grief journey on the different the different quote unquote, gates of grief. And so looking on how to how to make sure that they're integrating. So learnings from each gate, there's a pause, and then a new thing and hot but how do I how do I keep that flowing? Even though I'm moving on to a different piece of it? I guess? Does that make sense? Yeah, it does. So

1:51:48

there are couple, I'm going to toss a couple of things for your consideration. So one is there are moments to kind of recap at the beginning of a session. Two weeks ago, we did this and then we did this and then that brings us now to this right? So there there are, that's not gonna,

you're not gonna be able to do that every time. But there are some moments where that can be really, really helpful. Right? Our first week, we looked at the hero's journey, and how to understand where your heroes beginning and ending and then from there, we looked at that they're even steps before the hero's journey and after, you know, the methodology. And now we're here today, where now we're gonna get into the meat of each exercise, right? So or like, you know, because you've been through sacred depths, I'll say, you know, we started off with energetics. And then from there, we looked at listening skills, so that you can listen for layers beneath the surface. And then from there, we learned how to create awareness. And now we're going to take all of that and integrate that into how we create craft breakthrough questions with our clients. Right. So there are moments of like a little bit of a recap, that can help smooth things that's not always going to be able to happen with all things so like in sacred depth when I start a new big pillar, like after we learn all of the befriending your fear and rewiring negative thought patterns and we'll of self sabotage all of those different tools for blocks. Then we come upon like the last section, which is the last five or I don't know seven classes of the program where it's like these other like spiritual I mean, they're all spiritual, but you know what I mean? It's a there's a break. And so I'll I will name that then. So instead of like, I'll recap the first two main pillars versus all the little things in between and I'll say Now this gets us to our third main pillar does that is that helpful to think of it that way?

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Yeah. Yeah, and maybe I need to go back and kind of look at what the pillars are or have been

1:54:12

Yeah, won't have the like those overarching that's okay, too. You can say like now we're gonna shift gears a little bit, right. Like we're gonna take everything and keep on going with it but we're going to shift gears a little bit and we're going to talk about x because that's really what you need maxed on this journey to walk Yeah, okay. If other like further questions come up as you work on that just let me know. I'm happy with that. Glad you asked that. Who else? Excuse Do you have what can I help you with? What do you need support with or what do you want to celebrate? Or share that you're taking away? Maria? Neither Maria

1:55:21

I was speaking muted. I lost my voice. I need that workshop. I need a participant to shake me over here. No, sincerely, I put it in the chat. And it seems like some people might be asking about this too. I'm pivoting I had an intention to do a year long journey. I didn't make the number. So then I just made it a short journey. And then I have my and I just stuck with my original long schedule. The original schedule was eight weeks together, two weeks integration, eight weeks together two weeks integration throughout the year. So my question is, some of these women will go the whole year least they're saying they are right now. And then in my next session, ideally, a couple more participants will pick up some some hitchhikers when we make it to Chicago, right. And so my question is in that integration, like the two weeks, I want them to really have a pause. I really want them to like not have to do homework and do the things. And and yet, I still want them to be engaged. And so what's the some ideas on keeping people committed and in and engaged and warm and active while facilitating a pause? Knowing that

we have a long way to go, and there might be some new people? And that's my my biggest challenges now new people, then I feel like I almost have to start over. Yeah, so there's this like, really? You just froze? You there, Maria? Oh,

1:57:09

there you are. Okay,

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I got it. I got the two questions. So I'll answer one and then the other. So in terms of like a pause, but really, the way I'm hearing you ask that question is how do you hold people in the container, even when there's a pause so that they can integrate, and stay in the container without having to do a lot of work? And so there's a couple, as always, there's a couple of choices. So one is that two weeks is actually a pretty relatively it's a relatively short period. It could be nothing, literally just be nothing, tell and tell them they're getting these two weeks space, for integration for letting things settle. Done. Right, that's one choice. Another choice there is very similar to that one, which is they have these two weeks, there's not anything that they need to do. But if they would like to journal a couple of times over the next two weeks on what's coming through what they're noticing, you know, about all that you've learned and covered how it's evolving. That's another thing you can do. And then the third, and I'm giving only three, but there's more. If there's a practice that they've learned through the work that they've already done, it can be about just committing to that practice daily, or three times a week. I know you mentioned you do Chi Gong, right. So it might just be like, committing to one don't give. I wouldn't leave it like to do all these different things, but like an easy thing that they can do daily as a practice.

1:58:57

Yes. And that's that bonus. So that bonus, you know, there's so many forms, right? And so there's a really simple form for each season, the dance of the seasons. And so that's what I decided to do to give them as a bonus as the recording of that season. And that's what they could do. Okay, thank you.

1:59:15

Beautiful. Yeah, you're welcome. And then in terms of new people coming in, yes, um, you may want to think about having an intro, you could do this live or recording, but an intro recording to the program, that anyone that comes in knew they listened to that before the first class where you can, you're not going to be able to catch people up with everything you're taught, but you just give them what they need to know to step into this next section. So you can do an intro recording. And then when you start in the next section, when you build the container in the beginning, you do want to acknowledge that there are some new people, there are some old people in the group and new people in the group. You just like want to speak to that. So it's not this weird elephant in the room. And how the people that have been here, it's so great for them because x, y, z, and the new people, it's so great for them because x, y, z, or because ABC and can't wait for everybody to connect as a new group

2:00:32

together. Yes,

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I think that's really important. Because I've had people like feel uncomfortable, they're kind of like a clique, or they're not really be in a clique. They're just friends, but the other person doesn't know anybody. Yeah,

2:00:48

that's exactly why I'm saying that. It's like, it's an important facilitation piece, when you have an ongoing, ongoing group, and then new people are coming in you want, you have to spend a lot of time on it. But you do want to do a little bit of that gelling together of the new group.

2:01:06

Thank you. Thank you.

2:01:07

I want to acknowledge that it's five. And of course, people have been hopping off as they've been needing to go, but I can hang on for a little bit more. And I'm happy to take Dr. Finney gaze and Jennifer's questions, Dr. Finney K.

2:01:32

I know everyone's homes after mute myself. Turn off the camera. So, um, so my question is, um, I have the course part of this, but then I'll also have the live part of it in the group. You know, with the group. My question is, when the lot when I'm doing the lives, is it okay to cover something that I did not put in the course? Or should I also have it in the course?

2:02:04

No, you can use lives for whatever you need. So that's the beautiful thing about the lives it can be integration of the recordings, they got going deeper with it, it can be adding extra pieces that you didn't get to. And it doesn't have to be the same each cycle you do it always meet people where they're at, there's some groups that are gonna, like, get some things and other groups that are going to miss other things. And you'll know that as you track and you can use the lives to fill in those holes. Okay,

2:02:42

perfect. Thank you so much, Gianna. Yeah, you're welcome.

2:02:45

Juniper.

2:02:47

Yeah, I feel like I'm really appreciating how I'll be able to check in address resistance, connect people to their motivation during these live courses and live sessions. But there's a lot of

content that will be pre recorded, both for full courses or modules. And I'm just wondering if you have any best practices for how to keep up that. That connection with the motivation and awareness of fear in this pre recorded things? I'm like, Yeah, I can do journal questions, but I feel like you probably know way more about it. So I thought I'd ask,

2:03:27

no, it's a great question. And so first of all, say, say it in continue to speak to resistance and fear in the recordings just like you would, in the lives don't, don't feel like you have to leave it out of those. So that's number one, like address it, whenever it needs to be addressed, as it needs to be addressed as consistently as it needs to be addressed throughout the course, in whatever format you use. So like, an example of that is I've spoken about the resistance to curriculum creation in our lives. But I've also mentioned it in the Facebook group a number of times as well, like, I'm just putting it in wherever I feel like it needs to go. So that's number one. Number two, tell me specifically what for your people like what will some of the resistance be? This

2:04:32

Well, this question. I'm working on two courses. And this applies more to one than the other. So for this group, it's actually it's a plant spirit and aromatherapy course that'll be hosted on a bigger platform. So it's all pre recorded. And I feel like the resistance there is probably just going to be finishing an online course that you buy where there's no lie. of contact. And then in addition to that, you know, brainstorming, I can imagine perfection getting in the way, like they don't have all the equipment, so they don't do the lesson. Or if there's an intuitive practice, they think they're making it up. So there's a few different traits I guess I could see coming through.

2:05:20

Yeah, it feels like there's many ones, and then the big one is get through the course. So with the mini ones, address them preemptively at rate, if they need equipment for something, don't just tell them you need this equipment, say no. Are you surprised you need this equipment. Now I just want to say this can bring up a lot of anxiety. If you feel like you have to go out and buy all these things. And first, I just want to normalize that that kind of anxiety can come up and also let you know that you absolutely can get through it, I promise you. And here's some of my best like, not best tips. But here's some tips for being able to go and get these things in easy ways, etc. Right. So as each thing live, the little things come up. Now, for this bigger thing. And it is a thing if a course is all online.

2:06:16

Most

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unless you have some really important anchors in there, many people will not finish the course. And even if you have really good I'll share what some of those anchors are. Even if you have some really good anchors, there are still some people that will not finish the course.

2:06:36

You can only do so much.

2:06:37

Here's here are some things that you can do. So number one, absolutely speak to it in the beginning. And that's step three, write and have people have a really good reason. So that's number one. Number two, think about and this is a big number two, there's lots of different ways you can go with this. One, what are they getting by way of container outside of the actual recording? So for example,

2:07:24

can you have

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emails that drip based on when someone signs up, where it's like little notes, or videos or whatever from you that are short that are like your degree keep on going, you know when like this is the point in the program, right. So like that they're also getting email reinforcements throughout. That's one way of holding the container. Another way might be to have a Facebook group, which is a little live, right? Because they can go in there they can post what they're learning what they're seeing or what questions they have. And then you there's you a live person on the other end that's responding, plus a community in there. A third way is I'm assuming this is like an ongoing evergreen program where people can just sign you can just have a monthly all community live call, where whoever is in the promo right and they caught that's a way to kind of keep people connected in as well. So I would you could do all three of those things. You can do just one of those things. But I would think about what is another container holder for people in addition to just like the content recorded.

2:08:43

That makes sense.

2:08:44

Yeah, that does. I don't know how much I'll be able to do with this particular one because that's out of my control some of that, that. It's yeah, I'll definitely use that for my own and it's it does totally make sense. Yeah. Thank you.

2:09:02

You're so welcome. All right, everyone.

2:09:06

Remember show me your work. I'm more than happy to see it and support you in it. Let me know what you need. I'm here and involves here. And I can't wait to see you next week. We're gonna go into some deeper topics. And Kristen, I see your hands raised I'm just gonna stop the recording and like