



Resource + Homework Sheet

The 6 Components of a Curriculum Journey

1) Help Your Client/Reader/Audience Remember WHY she is taking this Journey

This is important because even when someone signs up for a class, or attends your lecture or buys your book, she is likely not 100% clear or connected with WHY she's there. People need a compelling reason or feeling in their heart in order to show up open and engaged.

2) Help Client Locate WHERE She is Starting on Her Journey

It's difficult to support someone to reach a destination (result) if they are unaware of where they are starting and what's not working. When she knows where she starting, she is better equipped to move forward.

3) Bring Awareness & Honor to Resistance Before Providing Solutions

Wherever there is growth, there is also some Resistance. Bring Resistance out of the blindspot UPFRONT so that it doesn't remain in the Shadows to silently sabotage as present your methodology.

4) Share Your solution or Method

This is where you share the step by step by step Journey that your Hero will walk through to create their desired result. This is the heart of your Unique Thought Leadership

5) Lead Client/Reader/Audience to Integration

What did she learn? What's her takeaway? Helping client articulate this will support her to integrate the learnings and shifts.

6) Create an experience to seal in all of the Learning & Look Toward Next Steps

This week's Homework focuses on Step 4 Share Your Solution and Method

- ✓ On our Training Call we already began identifying together the:
 - Format of Vehicle of Your Curriculum
 - Where your Hero is starting and where your Hero is ending for your particular curriculum
 - Identifying the Specialized Journey that you are taking Your Hero on
- ✓ Next: Map Out Each Step of The Journey Along the Way, starting with where your Hero is beginning your course, and ending with where you want her to be at the end
- ✓ For each step that you map out, ask the following questions:
 - Does this easily connect to the step before?
 - Is this on the road to point B or is it an out of the way scenic view?
 - What about this step does my ideal client specifically need to know?
 - Why is this step VITAL to my Ideal Client?
 - Are there steps within this step?
 - Is this step too challenging or too basic for my Ideal Client? What can I tweak to correct that?
 - What is the main point/main principle/philosophy behind this stop on the journey?
 - Is this step juicy, 3-dimensional, and in Technicolor?
- ✓ Once You Get Through all the Steps:
 - Do they connect like a journey? (Take yourself on the journey or visualize an ideal client going through it)
 - Is each step vital and necessary?
 - Are there any steps or details that are missing?

- Have you included details in each step that will help adapt to different levels?
- Are these steps on your “edge” or do they feel stale to you?
- Do these steps incorporate your brilliances, wisdom and talents?

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

- ✓ Schedule in enough time to give yourself creative space for this.
- ✓ Don't get frustrated; have fun!
- ✓ Keep on coming back to your Ideal Client and the experience and journey you are taking her on.
- ✓ Always look for the details underneath and in between the details; that's where some of the gold of your thought leadership lies.