



# 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!*

## Your Solution + Method

On our training call we already began identifying together the:

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

## Mapping Your Solution + Method

### Part #1

Identify 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.



## Part #2

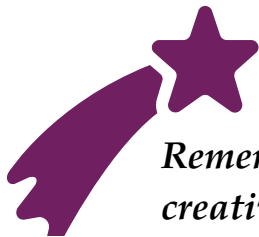
For each step that you map out, ask the following questions:

- 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?

## Part #3

Once you get through all of the steps:

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



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