



Phase 2: Roadmap Creation

In this section, you're going to map out the learning that needs to take place within your ICA in order for them to achieve success. Instead of thinking about "how many videos should this be" think about how you'd best share the content with someone who was going to move through from point A (starting point) to point B (success).

Does your ICA need education? Do they need to learn specific strategies? Do they need to observe anything in themselves? Do they need to test anything out with trial and error? Do they need to get additional resources or support measures or props in order to be successful?

In this section, you'll move through a series of exercises, use Chat GPT prompts, and your own creativity to consider the roadmap of your client from start to finish.

2.1: Brainstorming

What are the mistakes that people make trying to get better on their own?

Think of your solution as a bridge, and the solutions they have created in the past is like stepping on stones in a stream of rushing water that are slippery (and they are probably going to fall in the water).

List out all of the mistakes they make trying to get better on their own

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Bold the top 3. These are the areas to focus when trying to communicate why your course is different.

If you could only teach 10 to 12 things to your ICA, what would they be?

- 1.
- 2.

- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.

Once you've completed that, add 3-4 bullet points under each of the main topics of additional details or content you'd want to teach them.

Next, highlight the themes in different colours. What do you notice?

Write out the themes you've noticed from the previous exercise. This will start to create your framework and pillars for your course. Try and "name" the themes with one word. Put the themes under the word (it doesn't have to be evenly distributed)

- 1.
- 2.
- 3.
- 4.

What logical steps does your ICA need to move through to become successful? Begin by writing out 5-7 steps, then add 2-3 mini-steps bulleted between each step.

1.
 - a.

b.

- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

What props or material things is your ICA missing that they will need to be successful?

Be specific about how you want this to look so we can create a resource for you.

What should your ICA be tracking while they work on their journey?

Be specific about how you want this to look so we can create a resource for you.

What learning resources would help your ICA move through the transformation you have in mind for them?

- Do they need to learn something?
- Do they need to practice something?
- Do they need to have accountability?
- Do they need to move through stepping stones in a particular order?
- Do they need to track their progress or take an assessment to see where they are currently?
- Can they watch the material in a video for the best results?
- Do they need supplemental written material or other multimedia to get the most out of their learning?