

A person wearing a vibrant, multi-colored patterned dress stands in a field of tall, golden-brown grass. Their hands are raised above their head, palms facing each other, in a gesture of openness or prayer. The background is a soft-focus landscape with trees under a warm, golden light, suggesting a sunset or sunrise. The overall mood is peaceful and transformative.

APPLIED *Depth*
PRACTITIONER INSTITUTE

Secrets to Transformational Group Programs

WITH JOANNA LINDENBAUM

Table of Contents

Getting Grounded & Clear in Your Intentions	5
The Three Pillars of Transformational Group Programs	8
The Energetics of Transformational Leadership	13
Going Deeper with Your Energetics	19
Clarify Your Thought Leadership & Clarify the Scope of Your Curriculum	22
Creating Tight Containers	29
Navigating Resistance in Groups	33
Resistance Archetypes	38
Understanding the 4 Levels of Learning & Processing in the Context of Group Exercises	48

This publication is protected under the US Copyright Act of 1976 and all other applicable international, federal, state, and local laws. All rights are reserved.

Please note that much of this publication is based on personal experience and anecdotal evidence. You should use this information only as you see fit, and at your own risk.

Finally, use your own wisdom as guidance. Nothing in this workbook is intended to replace common sense, legal, medical, or other professional advice.

Secrets to Transformational Group Programs

Dear Practitioner,

I am thrilled that you are joining us for *Secrets to Transformational Group Programs*.

First and foremost, I want to honor you—if you feel called to this experience, you are no doubt one of the practitioners or practitioners-to-be who deeply, deeply cares about making impact, about co-creating transformation with clients, about standing behind your marketing promises, about integrity, about depth, and about excellence.

I do the work I do because of practitioners like YOU. Thank you for being you and thank you for being so dedicated to the quality of your work and to your own personal evolution.

I have prepared a magical 3 days for us, and A LOT is going to be discovered, uncovered, learned, and shared. Be prepared to take a lot of notes, but also be prepared to feel a lot. *Secrets to Transformational Group Programs* isn't a "class"; it's an experience and a journey.

I can't wait to see you, to hear you, to hold space with you and for you, and to share all of the potent content I have prepared.

With love,

Joanna





Welcome!

We are so excited to have you for this incredible retreat!

We are here to help!

Our team will be on hand throughout the whole event. Whether you're having tech difficulties getting into the zoom session (or have just plain forgotten where your zoom link is) or want to find out more about our other programs and offerings, we are here to help.

You can contact us in various ways:

» **Chat:** In the chat, during the retreat, our Support Team will have "Support" in front of their names.

» **Email:** info@applieddepthinstitute.com

Zoom Etiquette

1. Please keep your video on as much as you can so that Joanna can see you when you ask questions—and so that other attendees can have a sense of "all being in the room together."
2. Even though this event is virtual, it is still disruptive if you come back late from breaks. Please do try to return on time.
3. The chat is a wonderful tool for these zoom meetings—but can sometimes become distracting. We ask you to put only positive and pertinent comments in the chat, and we will also have sections where we turn the chat off completely in order to focus solely on the content of the session.

Recording

We encourage you to show up Live for the entire retreat—it is extremely experiential—and you will want to also be coached by Joanna (a potential life-changing opportunity!).

We will, however, have some session recordings available through the weekend until Monday, March 24th. You can access the recordings by clicking [here](#).

A grayscale photograph of a woman with curly hair, eyes closed, in a meditative pose. She is holding a long, patterned object (possibly a staff or a piece of fabric) with both hands, raised above her head. The background shows a mountain range under a bright sky. The image is framed with a rough, torn-paper edge effect.

Getting Grounded & Clear in Your Intentions



Why do you want to go deeper into mastering skills of Group Transformation?

(Check all that apply)

- ☐ You're a coach or healing or transformational practitioner who is seasoned when it comes to groups and you've been around for years—you know you can support your group participants to get results—but sometimes it works better than others and you're not exactly sure why.
- ☐ You're here because you're a seasoned practitioner when it comes to 1:1 clients but haven't yet started or really gotten too deep into group programs and you know that you're ready because you're either burning out on 1:1 only or really feeling the call to teach from your expertise. You know that groups require more than just throwing some ideas together and you want your group work to be as powerful as your 1:1 work.
- ☐ You either thinking of starting your own business leading groups or wanting to bring group transformational work into your organization and wanting to do it in a deep, meaningful and impactful way all around.
- ☐ You're a group program veteran, but like me, you're a life long learner and you know there are more places to master when it comes to your transformational skills and creating a whole stable of clients who are raving, raving fans.
- ☐ Maybe you yourself have participated in a group program or workshop and felt like it was shallow for you or didn't really address your needs in powerful ways.
Maybe you've had an experience in a group where the leader has belittled you or
- ☐ shamed you or bypassed you, or has done this to others in the group, whether they meant to or not.
- ☐ Maybe you just don't feel confident to put your group work out there, to market, to outreach—and to do it with your full heart & soul—because you haven't yet led a group or aren't experiencing amazing results in your groups or generally are frozen by The Fraud Factor.
- ☐ Maybe you're working with groups and you're doing GREAT, and your people are often achieving great results, but you sometimes feel like it's a toss-up as to what is going to happen on any given session and how you might handle it, and if the group is going to really get something from it or not, and you wish you could have more control in your success with groups

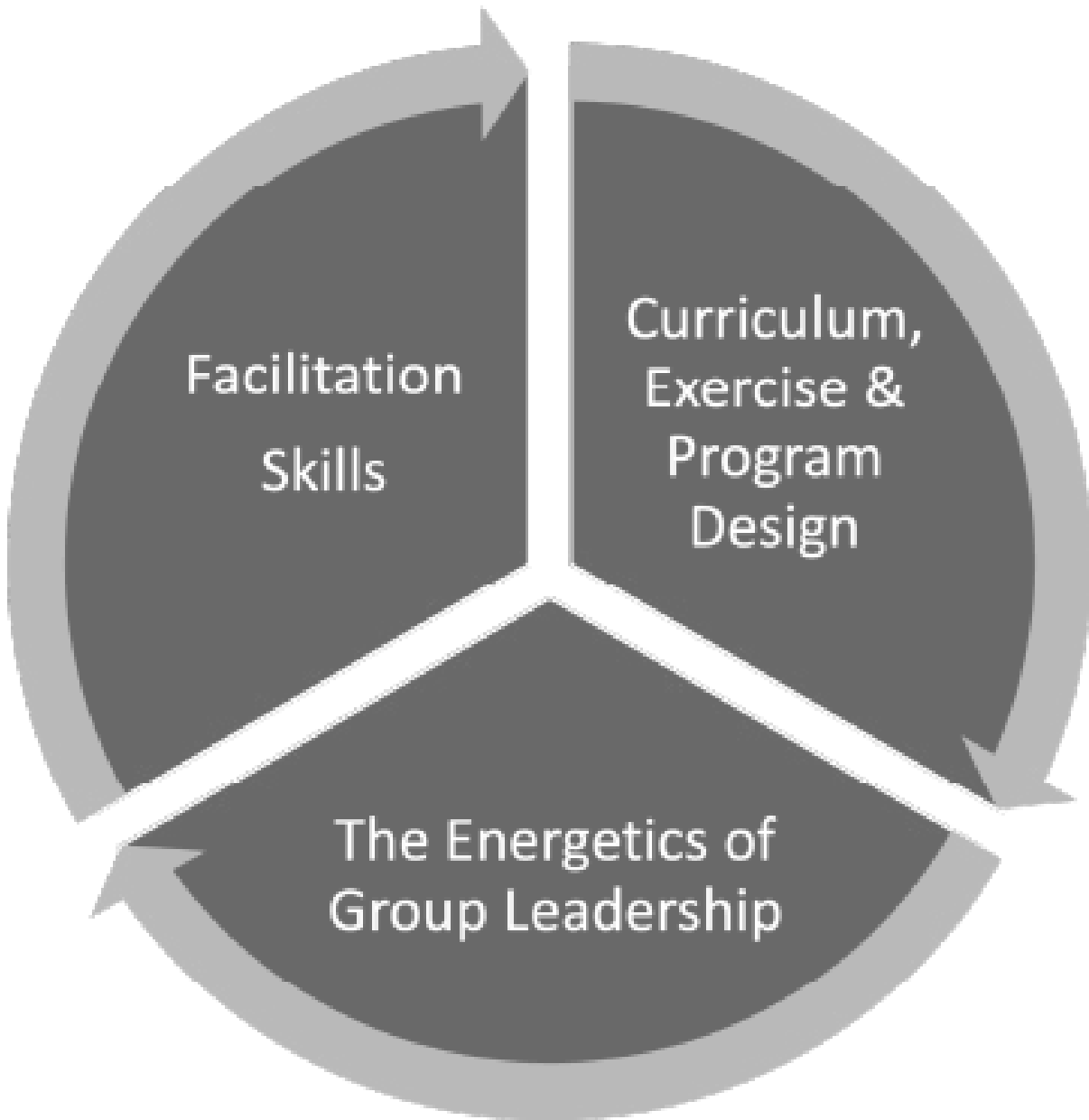
There are certain parts of your client work that you're super masterful at, and then other parts that you get really nervous about—like leading groups to go deep into somatic or experiential exercises, or facilitating group shares in ways that everyone in the room benefits, or knowing how to handle the person in the group who gets triggered or tries to take the group hostage with oversharing or being in a lot of drama.

- ☐ Maybe you're even bored with what you've been teaching in your groups, knowing that somewhere inside of you there is even better, newer, fresher, and more relevant thought leadership but you haven't been able to really access it yet. Or, you've got too many ideas and they are all competing for your attention and you have no idea how to fit them into a cohesive curriculum.
- ☐ Maybe you're confused about why so many people who register for your programs seem to fall off the face of the earth and never complete. And that is having you question your skills and all you're presenting.
- ☐ Maybe you're simply sick of all the hype and broken marketing promises in the industry, are clear that you don't want to be making those broken marketing promises yourself, and are really ready for substance, for integrity, for meaning and for real transformation. You also don't want to be one of those leaders who is unethical in any way, who takes advantage of their power, or who leads students to deep waters that they simple cannot handle.

“Our ability to co-create transformation is bar none. When we have this set of skills, we are able to support our clients—and ourselves—through the toughest of fears, obstacles, and moments.”

A grayscale photograph of a woman with her eyes closed, arms raised, and hands clasped in a meditative pose. The image is framed with a rough, torn-paper edge effect.

The Three Pillars of Transformational Group Programs





Setting Intentions

Why is it important to you to be masterful at transformation and to create a transformational course or workshop?

What are some things you've seen in other courses that you don't want to emulate?

In what ways are you already masterful at transformation? (Take a moment to celebrate yourself and your brilliance, even if you're totally new.)

Where are the places where things feel either difficult, or confusing, or frustrating, with putting together or leading courses? Or what are you anticipating will be difficult with courses-to-be?

How has all of this impacted you? Your business? Your visibility? Your sales? Your sales conversations?



What would you like to receive from our 2 days together?

Inner Intentions

Outer Intentions



Why these intentions?

In what ways might your resistance potentially get in your way during our time together?

A grayscale photograph of a woman with her arms raised in a desert landscape, framed with a torn paper effect. The woman is in the foreground, looking upwards with her arms raised, holding a long, thin object. The background shows a vast desert with mountains under a bright sky.

The Energetics of Transformational Leadership

What are the Energetics of Transformational Leadership?

In the transformational industry, there's a lot of focus on your content, how-to, and nuts & bolts, but here's the thing—all of your expertise, all of your content, how-to, and nuts & bolts are useful and wonderful but—**at the end of the day, your expertise isn't what changes people. It's not what transforms people.** I want to say this again, because it's so important—the how-tos that you teach are NOT what changes your participants. And even the exercises you lead aren't what changes people. **At least not in the way you think it does.** What changes people is your energy and your presence. **Your energy and how you direct energy in the room and in sessions is bar none.** How you show up is at the HEART of it all. It's what supports change for your participants... and then your amazing and powerful content works to support all that is being shifted and transformed and healed through your presence.

And, energy follows energy, so when you aren't embodying the energetics of a transformational facilitator the room literally feels it. It doesn't matter how much you've prepared your curriculum and put things in place there is something off. You're not at the top of your game. When your Energetics are off, more people get confused by what you're sharing, more people stay surface level and don't get the deeper shifts, some people might get triggered or pissed off and, possible the worst, when your Energetics are off more people feel bored or disengage. Everything just feels harder during the event, and then you find yourself beating yourself up or judging yourself pretty harshly AFTER the event.



"Unlike other programs and courses I had taken previously, Joanna's method allowed for total creative freedom within a structure that helped me reach my end goal of creating something I was passionate to share...."

I was thrilled to have been able to partake in the Curriculum Lab. It was exactly what I needed. Unlike other programs and courses I had taken previously, Joanna's method allowed for total creative freedom within a structure that helped me reach my end goal of creating something I was passionate to share. I absolutely love the way she approaches things, and look forward to working with her again in the future. The community itself was I N C R E D I B L E ! I really don't say that lightly. It was absolutely amazing! The amount of support we all had from each other was worth the price of admission alone. Such an amazing group of people eager to grow, share, support and soar together!

I LOVED LOVED LOVED it, from start to finish. It absolutely blew me away and definitely left me wanting more of Joanna and the incredible communities she creates."

Lindsay Davis , Health & Clarity Coach



Some of the Top Energetics of Transformational Leadership to Know:

1. _____

Notes

2. _____

Notes

3. _____

Notes

4. _____

Notes

5. _____

Notes

6. _____

Notes

7. _____

Notes

8. _____

Notes

9. _____

Notes

10. _____

Notes

11. _____

Notes

12. _____

Notes

13. _____

Notes



"I have been relieved of the frustration, self-doubt, and self-sabotage that often plagued my process.

I needed to produce a curriculum that would prepare and usher participants into deep sacred and spiritual spaces for ritual and ceremony. Up until curriculum lab what was needed had evaded me. However, because Joanna is so knowledgeable and skilled, she could hear and feel what was in my way. Joanna supported the necessary leap for my confidence to grow and for me to walk into the power of my creativity.

Everything in the curriculum lab worked for me. I was able to bring my visions into sharp focus. I was able to finally find the right flow for my curriculum. I was inspired to reach for my ideas that were outside of the box and claim them. I was able to validate my unique ideas and incorporate them with confidence, confirming that this is what was needed for the community I serve. But most importantly I was able to discover and embody the "way that I work" and leverage this information. I have been relieved of the frustration, self-doubt, and self-sabotage that often plagued my process. As well as the fear and fatigue I felt when attempting to develop and bring forward my ideas. Curriculum lab is of exceptional value as once I was able to complete my first curriculum in the lab, everything about creating process and curriculum has become exciting, inspired, and deeply satisfying. What used to feel like a burden has become a deep honouring of what is gestating and waiting to be born. "

Eldra Crow



Going Deeper with Your Energetics



What have been your limiting beliefs ,when it comes to facilitating, that have gotten in the way of leading the most absolutly amazing groups you can lead?

How has it impacted your facilitating and your business in general?

Where did it(they) originate? Think back to family dynamics especially?

How old were you?

Why has the belief held so much power over you? (What were the stakes when you first learned it?)



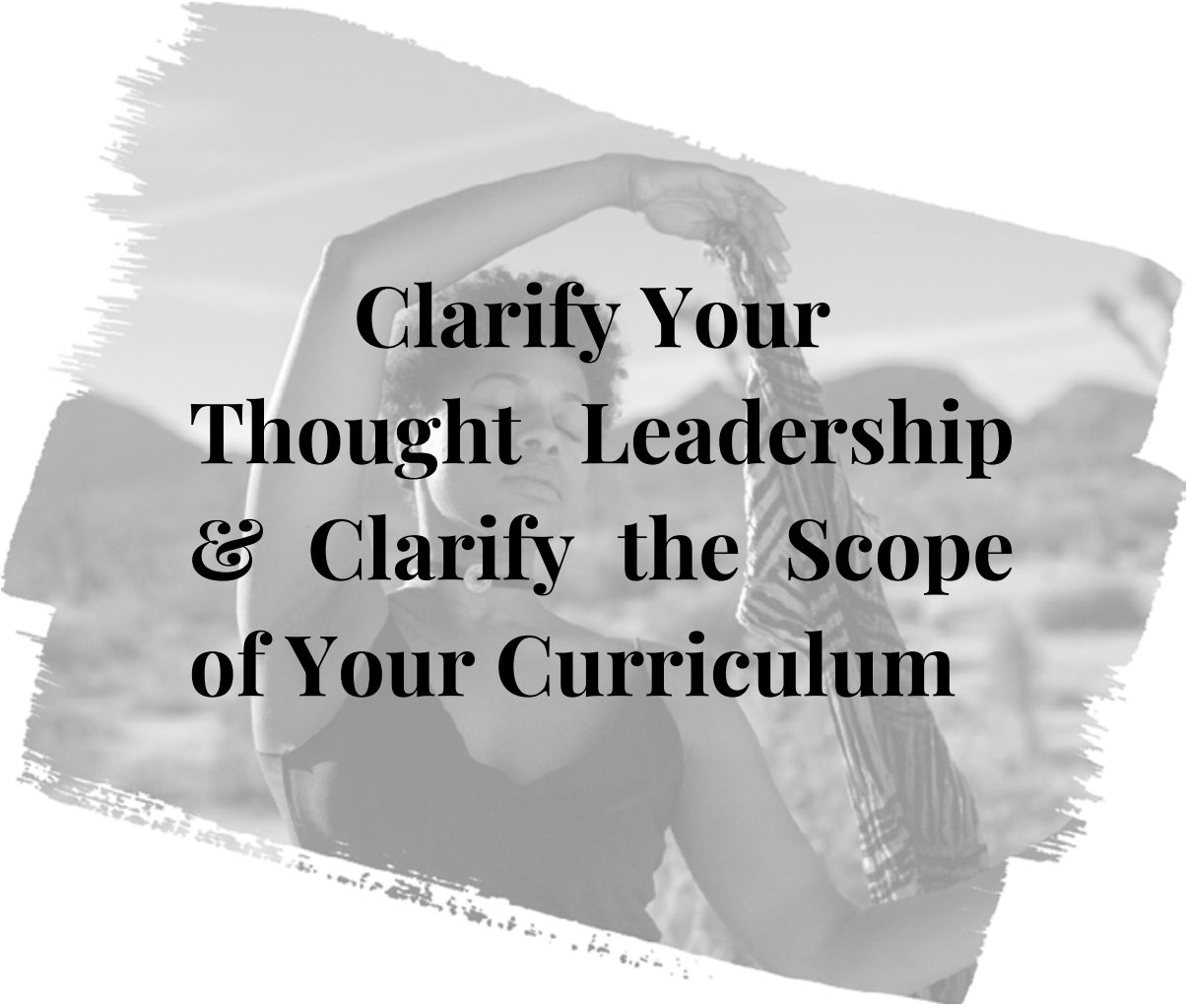
What's a new belief you are ready to step into?

What's one thing you'd be doing differently in your facilitating or marketing if you truly believed this new belief?

Let's go deeper:

Notes from Somatic Visualization

What are you learning about Energetics that is feeling important to you?



Clarify Your Thought Leadership & Clarify the Scope of Your Curriculum



What is Thought Leadership?

I've noticed over the years that the concept of Thought Leadership can be triggering for some folks. It can bring up a recoiling feeling (*"No, I'm not a thought leader!"*), resistance (*"Ewww. Thinking you're a thought leader is so ego based and wrong."*), frustration, annoyance.

The concept brings up a lot because teachers & coaches:

- » don't believe they could ever have ideas that are good enough to qualify as thought leadership
- » don't believe their ideas are fresh or new or unique enough
- » don't even know what the topic or scope of their thought leadership would be
- » believe that it's too "expert" to share thought leadership. (This is biggie for people who value integrity because we don't ever want to be advice givers or over-ride client agency, etc. etc.)

And yet here's the thing—you 100% need to be on top of your game in terms of your thought leadership when you create your group curriculum and programming.

If you're not, your course doesn't go as deep as it could and really stays on the surface, you don't feel like you're really making the impact and work you'd like to be making, and... prospective students won't feel as compelled to take the course.

So before we dive in to uncover or refine your TL, here are some things I want you to know about Thought Leadership because there are a lot of myths about it in the transformational industry:

- » It is NOT needing to be totally unique in every aspect of what you do
- » It is NOT about being the ONLY ONE to be sharing what you're sharing
- » It is NOT about needing to have tons and tons of the freshest, most cutting edge ideas

To do any of those things would, honestly, be not only daunting but pretty impossible.

What Thought Leadership IS:

- » Claiming your expertise in a certain area where you have powerful wisdom and experience to share
- » Claiming your unique way of articulating ideas in your area of expertise (even if pieces of those ideas are also being articulated in different ways by others—and I'm NOT suggesting here to copy from others—I'm talking about some of the natural exchange, transmission, and revealing of ideas that simply happens when a topic is important.)



» Crafting methodology that deeply speaks to, and resonates, and works for your ideal client

» Standing by any ideas you have that go against the grain of your industry (Being a disruptor is a key to being a thought leader.)

All of the above are ingredients to having the people in your community who are meant to learn with you, start to think of you, and look to you as a thought leader.

So first, I hope this takes some pressure off of the concept of Thought Leadership and maybe helps you see that it can be possible for you!

Now, uncovering, developing and sharing your thought leadership and transformational body of work—in other words, developing your curriculum—is 100% vital for you and your business.

Because, in an industry where a new coach, teacher, trainer or healer is born about every 90 seconds, everyone kind of starts to look and sound the same. When you stand up as a thought leader with quality and effective ideas, exercises, and transformational processes, nobody confuses you with anyone else, you stand out, you build credibility, you build your fan base, you are poised to have a much easier time in the on-line arena where there are thousands of others in your field.

There is a level of soul satisfaction that can ONLY come from the process of uncovering, developing, and sharing your unique body of work. There is a level of soul satisfaction that can ONLY come from being in your fullest self-expression and in your fullest creativity when it comes to your content.

When curriculum is developed masterfully and intentionally it is an incredible way to showcase your thought leadership and to have not only the foundation of a signature course, but a body of unique work that can easily be tweaked into newsletter articles, blogs, signature speeches, social media, and books.

Here are some common fears and beliefs that can come up when you are articulating your Thought Leadership:

- » I'm not innovative enough
- » I have nothing important to say
- » My ideas aren't good enough
- » All the good ideas have already been taken/spoken about
- » People will hate what I have to say
- » The world doesn't need this

- » I'm scared of being visible; I'll be criticized or worse
- » I'll be too visible or exposed
- » I'm scared of being rejected
- » People will get angry if I really share the truth as I see it
- » What if I'm wrong? What if my ideas are wrong?
- » I have so many ideas about so many things, but no expertise in one thing
- » My business isn't successful enough yet for me to become a thought leader
- » I'm too young
- » I'm too old

Which ones are active for you?

How are they impacting you?



"Joanna's clear guidance...allowed me to take my clients through a powerful and life-changing healing process in an on-line format, something I had never thought possible!"

Diana Beaulieu



Your Hero's Starting and Ending Points (The Scope of the Curriculum Journey)

Where your Hero/Heroine is Starting

Where your Hero/Heroine is Ending



Your Hero's Journey Stops and Stations

Use this page to brainstorm steps on your Hero's Journey

Beginning: Ending:

- » What are her main problems?» What results do you want her to have?
- » Main obstacles?» What will she know and understand by
- » Main complaints?the time she completes?
- » What does she already know?» What will she believe?
- » What does she currently believe?» What will her perspective/worldview be?
- » What has she already been through» What are you learning about the Hero's Journey in your curriculum in general, and your specific Hero's Journey that is important for you?

Beginning

Ending

Beginning

Ending



Creating Tight Containers



What is a Tight Container?

Every workshop, retreat, ritual, circle, even private session you lead or facilitate needs to have a container. It's not a container that you SEE per se, but it is very real. The container literally holds the group, the circle together. It helps everyone come together as a unified whole. It helps people stay engaged and not physically, emotionally, mentally, or spiritually drift off and disconnect. Containers keep the group connected to each other and to you. Tight containers create a sense of trust and allows participants to be fully present, to engage, and to be vulnerable. It creates the environment for the highest level of transformation and results.

Transformation and results happen when ENERGY is transformed. How someone FEELS informs how they learn and how deep the learning will go, whatever information you're teaching them. And you can't transform energy if you don't have a tight container.

What happens in a Leaky Container?

Write down 1 example of container not being so tight for you in the past.



Some Tips for Creating Tight Containers The Power of the Circle

1. Set the Environment

Notes

2. Be intentional about Welcome Materials

Notes

3. Start with Inspiration

Notes

4. Clarify Intentions

Notes

5. Consider Ground Rules and Agreements

Notes

6. Know how to Seal the Container before Breaks

Notes

7. Manage Time Skillfully

Notes

8. Name What Is

Notes

9. Be intentional about Closing Containers

Notes



"After completing this training, I feel so confident with my ability to guide people through the processes that will transform their life..

I had heard about Joanna Lindenbaum for several years from my coach. When I had a chance to work with her, I jumped at it. After completing this training, I feel so confident with my ability to guide people through the processes that will transform their life. I've been doing retreats the last several years and what I've learned through this process will make a huge difference not only to me but to my participants. All of the mistakes I have made in the past, I can easily see (yikes!) came from not knowing how to create the sacred container in a way that holds the circle for maximum growth. I've signed up for the follow-up program as well. I'm looking forward to deepening my learning."

Leigh Daniel



Navigating Resistance in Groups

What Happens When There is Resistance in Your Groups?

“ Much of the time, when you work with a client on co-creating transformation, resistance is going to show up.

When resistance shows up, if you're not well equipped to handle and navigate it, the client interaction becomes more challenging for you as the coach or practitioner. In fact, most practitioners these days don't know how to handle resistance because they don't understand resistance (It's related to but different from fear.).

If you don't understand the client motivation behind Resistance, and if you don't know how to masterfully move your clients through resistance, you will end up:

- » drained
- » tired
- » frustrated
- » questioning your confidence and abilities
- » thinking too much about your client's situation
- » not to mention, clients will be frustrated, angry, or lose hope in the work with you

Not knowing how to navigate clients through Resistance is a MAJOR factor in:

- » low retention rates
- » low referral rates
- » you wanting to quit
- » you questioning yourself
- » you put so many restrictions on who your ideal clients are that you cut out 70% of the prospects out there
- » people abandoning group programs



There are nearly endless ways resistance to a transformational process can manifest in a client's behavior towards you.

Here are some of the most common behaviors, or the outer most surface layer of the resistance:

(Check the ones you have experienced with clients)

- ☐ Not showing up on time
- ☐ Canceling at the last minute
- ☐ Not showing up at all
- ☐ Having a bad attitude
- ☐ Getting mad at you because they're not getting the results they want
- ☐ Being stuck in confusion
- ☐ Passive aggressive anger
- ☐ "I'm just overwhelmed."
- ☐ "I'm stuck. I just can't figure out why."
- ☐ "This is stupid. This isn't working."
- ☐ "You didn't help me enough."
- ☐ "The plan you suggested wasn't good."
- ☐ "This is too spiritual or too weird."
- ☐ "This isn't spiritual enough."
- ☐ "Why aren't we moving more quickly?"
- ☐ "You're not doing enough or showing up enough."
- ☐ "You're not paying enough attention."
- ☐ "This is too hard for me. Why are you making me do something so hard?"
- ☐ "I'm not sure this investment is worthwhile for me."



Why does Resistance show up?

What are the 4 Moments of Resistance within a group program?

Do not start your group programs with this:

Always remember: An ounce of saves you a pound of . The three overarching steps for addressing Resistance:

1. _____
2. _____
3. _____



Strong community creates:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Notes



Resistance Archetypes



The Resistance Archetype

Being able to look at Resistance through the powerful lens of Archetypes is endlessly helpful in my work with both clients and students.

I developed these Resistance Archetypes over MANY years of coaching and working closely with clients to really move them forward in ways they had never experienced.

What is An Archetype? ⚡

- » An Archetype is an energy that your client takes on. It's a way of acting, being, or experiencing a certain situation. It is the outward expression of Resistance. ⚡
- » Resistance Archetypes are almost like masks or parts that your client might put on as a response to fear or a trigger. They are protective responses. ⚡
- » The archetypal energy that a client takes on when they are in Resistance is not who they are at their core—it's just that when they respond to fear they put on this mask or take on this way of being. In most cases they are often not aware of it. If they are aware of the feeling or behavior they are unlikely to know it's origin, purpose, or how to come out from behind it in order to befriend and move through it. ⚡
- » Even the best coaches out there are going to encounter clients who step into a Resistance Archetype.

Notes

Why does this happen?

When someone is in the process of growth, fear often comes up. Practitioners who lack the skills to accompany their clients through the brambles of resistance often make the mistake of trying to sidestep, ignore, or push through what's happening.

It is critical to work WITH resistance rather than avoiding it or fighting it.

You can't run away from it or ignore it because doing so only makes it bigger. Fighting it only makes it stronger. It's as unproductive as closing your eyes in hopes that others won't be able to see you.

If you want to dis-empower resistance, you must learn to meet it, understand it and work with it—lovingly.

Here are some of the Resistance Archetypes you will encounter:



The Judge

The Judge is always negatively (and somewhat harshly) judging either themselves or other people, including you as the coach.

The Jokester

The one who uses jokes as a way to deflect looking at things deeply or to minimize important but potentially painful insights that may emerge.

The Needy One

Normally a very self-sufficient person but when they go into fear or a really uncomfortable situation happens for them, they will feel like they can't do anything on their own and need a lot of support from you.

The Spiritual One:

You might hear things like, "This isn't spiritual enough for me", "Looking at the dark side of things or negative side of things is anti-spiritual...not love and light", "I just like to keep things positive."

The Victim

The Victim has trouble moving forward because there is often something that is out of their control that's sabotaging them, messing them up, or standing in their way. The Victim feels powerless to the circumstances in their life. There is always an excuse for not taking responsibility for themselves or their actions.

The Confused One/The Flake

They may show up as being confused, lost, or ignorant of the process. Usually someone who is normally really smart but are not getting it or showing up as ditsy or disorganized.

The Know It All/The Teacher

The one who either seems to say that they already "know it" whenever something important comes through in the work together, or the one who, in a group, tries to "teach" others instead of being there to receive for themselves.

What causes Resistance?

While sometimes Resistance can be a response to inner wisdom (for example: not moving forward on a project that is simply not aligned for you), most often resistance is a symptom of fear (especially fear that hasn't been made conscious, unpacked, befriended, and worked through).

In other words, when an individual hasn't really befriended their fear, Resistance will

usually

show up. It shows up as a way of protecting and safeguarding us from what we perceive as threats (our fears).

The Resistance also shows up as a distraction mechanism from the fear itself. It can sometimes be too scary to directly address fear, and so Resistance becomes your ego's very smart and tricky way of having you focus on the way your Resistance is showing up. Even though fear is often mistakenly pathologized or made wrong, fear is actually a normal, natural part of life, growth, and the goal-achieving process. Therefore, Resistance is normal too! It's all about how you handle and navigate it.



What fears come up for you when folks go into Resistance? Or when you think about them going into Resistance?

What is your lower energy reaction?



What Resistance Archetype do you go into?

Notes from Somatic Exercise



The Anatomy of a Group Program Sales Page (& How it Mirrors Hero's Journey)

Element 1:

Element 2:

Element 3:

Element 4:

Element 5:

Element 6:

Element 7:



The Anatomy of a Transformational Exercise

The difference between Curriculum Content and Curriculum Exercises:

Examples of Types of Exercises



What are the 5 Presentation Modes?

Teaching Mode 1: Presentation Mode

Presentation Mode is when you, the facilitator, teach by presenting your material. You share your content, tell stories, give examples, teach methodology, sing a song, play an instrument, share a video, present concepts, etc.

Presentation Mode generally places all focus on you as the facilitator, at the front of the room or head of the circle. It's the most passive of all the teaching modes for the student (but truly, not really passive at all!). It's an opportunity for your participants to be fully receptive and open, and to take in your wisdom, knowledge and energy on a deep level.

Teaching Mode 2: Solo Work Mode

Solo Work Mode is when you assign work to your participants to do on their own (either in "session" or in between "sessions").

For example, Solo Work could include journaling questions, drawing or writing prompts, visualizations that you lead your students through, planning, blueprinting, etc.

Solo Work is an opportunity for your participants to take what they've learned through your Presentation and integrate the content and revelations more deeply by turning inward, to their own knowledge, experience and feelings, to mine the gold that lies there.

Teaching Mode 3: Partner & Small Group Sharing & Processing Mode

Partner & Small Group Sharing Mode is when you split your participants into groups of 2 or more to either share their personal discoveries with each other or do small group exercises together.

For example, this could include general sharing and reflecting on content that has come up, brainstorming as a group, or doing body-centric exercises.

Partner & Small Groups are an opportunity to have intimate and extended time to process deeply, to be seen within the smaller group in discoveries and revelations, to be witnessed, to be given peer feedback, and to hold space for others (thus continuing to build the community container).



Teaching Mode 4: Full Group Sharing and Processing Mode

Full Group Sharing & Processing Mode is when you, the teacher or leader, facilitates a group discussion on your thought leadership content.

This teaching mode is an opportunity to bring the entire community together as one unified group, to give individual participants feedback on their revelations and ideas, to activate deeper processing by allowing participants to be seen in their shares by the entire community, and to leverage individual experiences for learning of the entire group.

When I facilitate full group shares, I allow enough time for individual coaching, healing and processing that may need to happen. Many facilitators fear that someone will answer a "share" question with a "resistance response" or a "feeling stuck" response. The fear on the facilitator's part is that you've opened up a can of worms in front of the whole group.

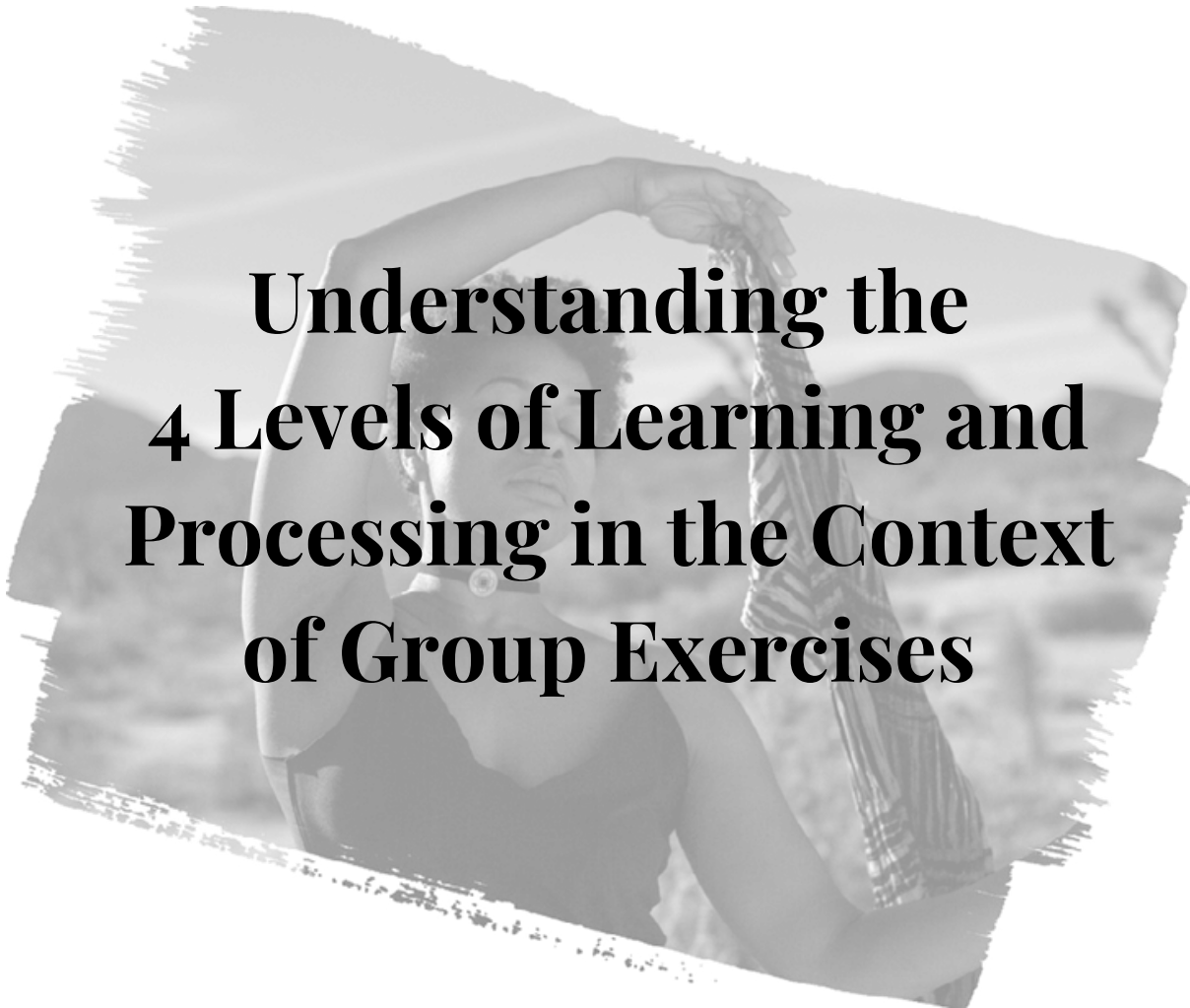
When I encounter a group share where the participant is feeling stuck or resistant, instead of getting scared, I get excited! Why? Because as the facilitator, I know it's an opportunity for me to not only support the individual to grow and transform, but to support EVERYONE in the room witnessing the process to grow, as well.

Teaching Mode 5: Full Group Ceremony and Experiential Mode

Full Group Ceremony & Experiential Mode is when you lead the entire group through an experiential exercise like a body-process, ritual, etc.

This teaching mode is an opportunity for the group to experience shifts and transformation as a community—but even more than that—for the community to support each other in the experience. So this is not, for example, a visualization that the entire community experiences at the same time, but rather, an experience that involves the participation and engagement of the group with each other.

IMPORTANT: In addition to finding the correct balance of these *5 modes, you also want to make sure to find the right sequence of the modes. The order that you use them in can make all the difference in the level of learning and engagement that takes place in the room, and each curriculum will have its own balance and order of these 5 modes.

A grayscale photograph of a person in a yoga pose, with their arms raised and hands clasped behind their head, set against a background of a sunset or sunrise over a body of water. The image is framed with a rough, torn-paper edge effect.

Understanding the 4 Levels of Learning and Processing in the Context of Group Exercises



The Four Levels of Learning and Processing

Mental Learning and Processing:

When you don't move your audience through the mental level they leave confused or misinformed. That's why you must speak to your audience's intellectual understanding and reasoning. There are very specific protocols you want to follow here to unlock your audience's mental learning portals and have them cognitively receive, understand, and master what you are teaching them so that they can create results.

(This is the element of air)

Emotional Learning and Processing:

When you don't move your audience through the emotional level, they may leave your event with good information, but they don't feel or have access to the passion in their hearts to follow through on what they've learned. This is because it's not enough for audiences to simply learn through their intellect. Learning facts or coming to mental understandings is a good foundation. But in order to begin to create true and long-lasting transformation for your clients, you must then take your facilitation and coaching to the level of the Emotional so that the real healing and learning permeates their feelings and their hearts.

(This is the element of fire)

Spiritual Learning and Processing:

Once you've activated the Mental and Emotional levels of transformation the next step on Transformation Journey you need to activate Spiritual Learning and Processing. When you don't move your audience through the spiritual level, they can't fully receive everything they have learned, and they aren't truly really moved and motivated to change.

(This is the element of water)

Body-based Learning and Processing:

The last level of learning and processing you want to activate is the BODY level. When you don't move your audience or clients through a body-based learning they lose out on the opportunity to really seal all they've learned into their physical self. And the truth is that when we have a body memory—a feeling or a learning of a truth or a pattern—we are more likely to access it and to leverage it.

Whether or not you are a "spiritual" teacher, practitioner or coach, this step is essential for the deepest levels of learning, shifting, changing patterns, and creating results, to happen.



That's because this part of the transformation process engages your audience's spirits and souls, and their connection to something (could be Spirit, could be Higher Power, could be Inner Wisdom, etc.) that is bigger than they are. When an individual can connect to something that is bigger than their ego or their mind, that's where real trust comes in, that's where higher truths become revealed, and that's where deep commitment to goals gets born. *(This is the element of earth)*

One of the biggest mistakes I see practitioners make (particularly in front of groups) is to focus on only one or two of these very important transformational levels.

No matter what your content and subject matter is, a master facilitator and coach knows how to skillfully teach all four levels and knows the most effective balance between the four.

Because it's also not enough to just throw the 4 levels in —you must find the right balance of the 4 to successfully guide your clients.

MEET YOUR MENTOR & GUIDE



Joanna Lindenbaum

I'm Joanna Lindenbaum and I've facilitated hundreds of Rituals, Group Programs and Transformational Experiences for individuals and groups for over 20 years. I've discovered that there are certain skills and techniques Transformational Practitioners must master to successfully create REAL shifts, healing and openings for participants. Without these tools, things can go very, very wrong. Your workshops, programs rituals & 1:1 work can fall flat, or you will complete it feeling exhausted and spent. However, when you know how to mine your thought leadership, and how to create exercises that impact deeply, everything can change: your programs delight your clients and they end up doing the best marketing for you—singing your praises wherever they go.

That's why I've created the Life Changing Courses and the Sacred Depths Transformational Practitioner Training. Both programs help you create amazing experiences and deep transformations for your attendees—in trauma-informed and high integrity ways - leaving them raving about the power of your work.