

Content Pillar: Mastering The Art Of Creating "Self Contained Concepts"



Humans are easily confused, easily distracted, and easily discouraged. In order to maximize the value you provide to a customer, and in order to keep their attention and dramatically increase the probability that your customer will actually USE what they learn from you, it's important to master the art of creating concepts and practices that are "self contained." Use this exercise to design and create individual concepts that are complete all by themselves, then integrate these together to create products.

Begin With The End In Mind...

Start with the "end in mind" - and decide what you want your student or customer to DO with what you're going to teach them. What are some of the most important action steps your customer or student could take to get the results that they want? As you're writing your list of action steps, begin thinking about what you'll need to say to get your customer to TAKE the action step.

Creating A Self-Contained Concept

Now use the "framework" of Why > What > How > What If that you've learned in past trainings to create a completely self-contained concept and practice. Begin with the outcome, introduce context, explain the process, give a procedure, and finish with an exercise. For "extra credit" start creating a shorter self-contained concept every day on a blog.