**From Challenges to Branded Workshops**

*A Facilitator Guide by Points of You®*

**Workshop Objectives**

* Pause, reconnect, and focus.
* Explore marketing strategies for Points of You® workshops.
* Identify common marketing challenges and brainstorm solutions.
* Begin developing three branded flagship workshops.
* Strengthen clarity around audiences, content, and positioning.

**Duration & Structure**

**Total: ~3 hours**

1. **Opening & Pause** – 20 min
2. **Marketing Strategies: What the Market is Asking For** – 60 min
3. **Break** – 20 min
4. **Building Our Own Branded Workshops** – 70 min
5. **Closing Reflection** – 10 min

**Materials Needed**

* Two sets of each Points of You® tool for group work.
* Three “hidden circles” of cards in the center: Faces, Punctum, Mixed (Flow/Coaching).
* Candle centerpiece, with space around it for marketing challenge cards.
* Large board/flipchart to collect marketing objections.
* Music + speakers for pause.

**Facilitator Guidelines**

* **Frame the Day**: Today is about moving from reflection to creation – transforming challenges into concrete workshops.
* **Stay Practical**: Always connect insights back to real-world marketing and delivery.
* **Balance**: Allow space for creativity, but also guide towards structured outputs (lists, categories, draft workshops).
* **Encourage Ownership**: Remind participants that the workshops developed will be *theirs* to lead.

**Detailed Flow**

**1. Opening & Pause (20 min)**

* **Welcome**:

“It’s always a pleasure to meet face to face, especially after our short online pause. Today we’ll take a step forward: exploring marketing strategies and beginning to design our own branded workshops.”

* **Pause Exercise (6 min)**: Play the chosen Spotify track. Invite participants to sit quietly, breathe, and let go of outside distractions.
* **Check-in Round**: Each shares one word to describe their energy right now.

**2. Marketing Strategies: What the Market is Asking For (60 min)**

**Step 1 – Surfacing Challenges (20 min)**

* Each participant selects a hidden card from one of the three circles.
* Question: *“What complexity or challenge do I face in marketing Points of You® workshops?”*
* Each shares briefly and places their card around the candle centerpiece.
* Facilitator collects and writes all themes on the big board.

**Step 2 – Clustering Challenges (10 min)**

* Group discussion: categorize the challenges into bigger titles, e.g.:
  + Difficult to explain the experience (customers don’t understand what they’ll gain).
  + Pricing objections.
  + Finding and reaching the right audience.

**Step 3 – Group Brainstorm (15 min)**

* Divide into small groups. Each group takes one category and brainstorms strategies for overcoming it.

**Step 4 – Collective Debrief (15 min)**

* Each group shares solutions.
* Facilitator adds input, and enriches with expert insights (here “Nimrod” in the original context – adapt to your co-facilitator if relevant).

**3. Break (20 min)**

**4. Building Our Own Branded Workshops (70 min)**

**Step 1 – Framing the Need (10 min)**

* Explain: We need short, accessible, branded workshops (1.5–2 hours, up to 250 ILS or equivalent) that:
  + Provide a meaningful experience with insights.
  + Offer a taste of Points of You® methodology.
  + Create curiosity for more workshops and deeper programs.
  + Appeal to diverse audiences (professionals seeking tools, curious individuals, new “cold” leads).

**Step 2 – Co-Creating Content Ideas (10 min)**

* Group brainstorm: What content is missing in the workshop market today?
* Collect ideas and cluster them under themes.

**Step 3 – Matching Tools to Themes (10 min)**

* Together, decide which Points of You® tool fits which workshop theme.

**Step 4 – Team Work (40 min)**

* Divide participants into teams according to chosen theme + tool.
* Each team begins designing a **draft workshop**:
  + Title
  + Target audience
  + Objective
  + Flow (90–120 minutes)
  + Pricing
* Teams will continue working at home and present a fast-paced version (45 min) in the next meeting (Sept 6).

**5. Closing Reflection (10 min)**

* Round of sharing: *“What is one insight or next step I am taking with me from today?”*
* Facilitator note: remind participants that the outcome will be **three fully branded, ready-to-deliver workshops**, designed by them and approved in the next session.

**Participant Guidelines**

* Bring curiosity and openness.
* Share challenges honestly – they are the seeds for solutions.
* Think as both **facilitator** and **entrepreneur**: design workshops that are inspiring *and* marketable.
* Take responsibility: the workshops you design will become part of your professional offering.