***Facilitating deeper insight and growth in the midst of uncertainty, pressure and challenge***

***Current context***

* **The Body of Work;** is a lifetime of written work in the form of prose, story and evocative word exploring the experience of being human, and how we evolve and grow in the midst of things – particularly pressure, challenge and struggle. The Work has been condensed into the format of spoken word, sometimes accompanied with music and photographic imagery. The written word text is additionally offered for those who wish to explore the written word whilst listening. In their final format these pieces form a set of ‘Everyday Fairy tales, or Adult Fairy tales’ exploring a whole range of human experience and how it can bring insight, awakening and illumination if we are able to meet it. This set of materials is called collectively ‘The Work’.
* **The purpose of this body of Work is three-fold:**
  + *Development:* Learning how to embrace and work with difficult and turbulent times as a source and opportunity for further awakening and growth.
  + *Inner Leadership:* Finding ways to skilfully authoring our own lives, rather than staying caught up in survival mode and so effectively ‘having life written for us’.
  + *Inspiration:* And allowing evocative word and human storytelling to invite you to meet its call, so that you can search for your own meaning and bring your unique experience to help complete the Work further
* **A 12-month Learning Experience;** this Work has formed the core of a 12-month learning experience for 12 people that I have designed and launched in February 2020. This learning experience involves two, 2-day face-to-face sessions, one opening the learning journey and one closing the learning journey. During this 12-month experience individual learning is supported by personal coaching sessions offered by me exploring one’s own personal narrative based both on conditioning and choice. There is also support on attending to one’s awareness and being; and monthly 2-hour group sessions exploring a core theme from the personal journey – known as the Wilderness Path. Each virtual session, and the core theme which is covered is set up with an informative Podcast of approximately one hour in length. There is a plan to produce 10 Podcasts in total, of which 8 have now been completed. There are, in addition, community meetings, and a What’s App site, and partnering pairs to help deepen learning throughout the process. The primary intent of running this learning experience is to explore how to gain fullest access and value from this Work with the broadest possible customer group/s.
* **What differentiates this learning experience;** is
  + *the power and impact of evocative word* as an original vehicle for inspiration and engagement and for psychological and personal insight and learning.
  + *The Author has extensively studied* human development from the perspective of psychotherapy, psychology, science and behavioural science, leadership writings and a wide range of teachings arising from the Truth Traditions of the World including major religions. He has applied his learning personally over many years, and extensively worked as a therapist and coach with others applying elements of his own work, and now wishing to bring this out into full general use.
  + *The highly original learning design* and its power (based on feedback provided by current group).
  + *The fact that this material can address questions of personal and inner leadership* and offer deeper awakened realisation which will affect one’s own perception and perspective, whilst naturally being playing forward into relationships and work with others. It offers a deeper and more extensive learning curve than most other trainings, so it could fit the bracket of *‘advanced coaching’, ‘deeper personal development’ or ‘strengthening authenticity and leadership’*.
  + *The Learning Journey studied is not the usual path of learning people take*; it is the invitation to take the Wilderness Journey and path, a hidden doorway easily overlooked or brushed past which holds the offer of lasting happiness, fulfilment, peace and freedom. The body of Work provides guidance and pointers on how to discover, take this path and reap the gifts it can offer.
* **The Value of this now;** The Wilderness Work is about facing into ourselves, into difficulty and sourcing solution within from a reservoir of as yet (for many) largely untapped potential. Covid-19 has created a fragile world condition where our best is being called for. How we maintain balance, keep resilient and responsive, consciously navigate all that comes is a vital need.
* ***Who is it for;*** Anyone who wishes to;
  + Re-inspire their lives, or their own development when facing into periods of extended struggle, difficulty and suffering.
  + Discover how to nurture and sustain themselves in the epicentre of daily living, and in the very midst of things.
  + Explore how to take a learning path which brings more conducive ways of living and which offers the possibility of awakening and illumination.
  + Pause and review their professional and personal lives, bringing insight which can offer both personal benefit and be passed through into how they work with others.
  + Those who wish to strengthen or freshen their capabilities when working with others.
* ***What Participants will take away*;** Participants learn;
  + Self-authorship, becoming creator, composer, author of their lives, rather than have life live them. Each participant can create a narrative and story of their own life, bringing it into alignment with authenticity and personal authority.
  + To work through persistent issues, challenges and possibilities, which has been having significant impact on their energy and outlook.
  + How to deepen the nature of their ‘being’ so that when blended with their habits of ‘doing’ they enhance their presence, power, observation, seeing, and choice of authentic action. This will also impact their sustainable performance, and influence how they ‘feel’ about themselves, and life.
  + Accessing practices, wisdom, personal and group insight and learning which will serve on-going development in the midst of things.
  + How to open in the fullest way possible to their latent resourcefulness and potential, and so in turn able to invoke that for others.

***Brief STP Scoping the Conversations to Come***

***Situation***

* As of now, we are 8-months through the Group Learning Journey, and questions have arisen about how to provide these materials and podcasts in a format which is most accessible and of optimal value to the Participant, and also assures the Author of security, safety, and efficacy when materials are held in this format.
* The Work is currently within the format of 3 boxsets, and with a support of a set of 52 Cards made up of inspirational word and image. There will be 10 Podcasts, and a full range of course-material.
* There are questions as to whether the solution needs to be totally digital, or whether a Learning Journal for hand-written responses might also be of value.
* *It is not felt that a totally self-led virtual solution would work for potential participants*, as the coaching and group work that are highly impactful elements of the learning. This kind of work also needs support and context for the Participant, and this is difficult to do without personal one-to-one time.
* The format of solutions has ranged from the current boxsets, to an app, to a more sophisticated website; reference has also been made to digital books.
* There is a chance to raise funding within this group of learners if a proposal can be compelling.

***Target***

* The key objective is to reach as many people as possible with The Wilderness work [suggest this as brand name], impact at scale through an approach that allows addressing needs with available resources. [Financial goals?]
* There is potentially a very broad range of customers, from ‘anyone who is facing the unknown’ to experienced practitioners in human development (i.e. coaches, psychotherapists, business and other leaders, those in key roles of care and support). To focus down onto segments, I think the best group to design for this first round are coaches seeking advanced coaching learning, or business/leadership professionals, those in primary roles of support and care. However, keeping all potential customers in mind is important. See thought process of target deliverables along the customer journey in Annex 1.
* Channels of delivery will have to be differentiated per segment. [A two-tiered approach can be considered where coaches would develop through a 6-12 months program, qualifying then to run similar experiences themselves.]
* A solution is needed by March 2021 ideally.

***Proposal***

* Elaborate options to meet segment needs at all stages of the customer journey.

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| Personas | Overall need | Customer journey for different personas | | | | |
| **1. Interest** | **2. Awareness** | **3. Engagement** | **4. Value** | **5. Commitment** |
| Practitioners | Advanced coaching learning | **Interest** in coaching mastery | **Awareness** of the new method and school of thought for practitioners | Professional credibility, leading to **Engagement** | Great learning experience leading to **Adherence and completions** | Convinced, enabled practitioner, leading to **Adoption**, re-use, followership |
|  | *Need / pain points* | *Coaching association to promote cont’d learning* | *White paper*  *Conference*  *Interviews* | *Clear credentials* | *6-12 months program with 2x2 days deep-dive*  *Easy to navigate, digital repository of materials*  *Learning journal?* | *Long term access to materials and thought leadership*  *Membership concept* |
| Business leaders | Build awareness, insight, courage, self-understanding, resilience, power & confidence | **Interest** in personal and inner leadership | **Awareness** of the new method for business leaders | References, credibility and confidence, leading to **Engagement** | Great learning experience leading to **Adherence and completions** | Satisfied learner, personal growth, leading to **positive feedback** |
|  | *Need / pain points* |  | *Corporate program outline*  *Alumni networks* | *Pre-work* | *Coach-lead 2 / 1/ 0.5 days f2f intensive deep-dive*  *Controlled access to self-service for digital materials* | *Add-on coaching journey* |
| Care givers | Self-support and support of others | **Interest** in exploring self-support to elevate hardship | **Awareness** of the new method for All | Confidence, simplicity, humanity leading to **Engagement** | Great learning experience leading to **Adherence and completions** | Satisfied learner, personal growth, leading to **positive feedback** |
|  | *Need / pain points* |  |  |  | *Approach TBC*  *Controlled access to self-service for digital materials* |  |
| Anyone | Support through challenge, difficulty, in search for a path and learning | **Interest** in exploring self-support to elevate hardship | **Awareness** of the new method for All | Credibility, confidence, accessible simple messages leading to **Engagement** | Great learning experience leading to **Adherence and completion** | Satisfied learner, personal growth, leading to **positive feedback** |
|  | *Need / pain points* |  |  | *Focus on basic levels, keep it very simple and human* | *Self-lead learning journey with possibility to “expand” to coach-lead*  *Controlled access to self-service for digital materials, Modular design, highly engaging content* |  |