

NORTH ORGANIZATIONS™ · SELECTED WORK

LEARNING STRATEGY · CONTENT & CURRICULUM DEVELOPMENT



From Raw Ideas to Ready-to-Deliver Coaching Content

ILLUSTRATIVE CASE STUDY

Curriculum design, content development, and voice work for high-profile coaches, creators, and expert-led programs.

ILLUSTRATIVE CASE STUDY · EXECUTIVE COACHING STUDIO

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Confidence North™

LEARNING STRATEGY · CURRICULUM DESIGN · CONTENT DEVELOPMENT

Great ideas are not always ready-to-deliver content.

Most executive coaches carry a wealth of insight — stories, frameworks, examples, lived experience. The challenge is not the thinking. The challenge is turning that thinking into something a team, a program, or a platform can use.

RAW INPUT

- Voice notes
- Zoom conversations
- Rough drafts
- Past workshops
- Stories and examples
- New ideas
- Old content



FINISHED OUTPUT

- Program module
- Live coaching script
- Presentation
- Workbook
- Video script
- Email
- Social content and team instructions

"The goal is to preserve the coach's thinking and voice while creating structure the audience can understand and use."

Start with the idea. Find the lesson inside it.

VOICE NOTE TRANSCRIPT

"I keep telling leaders they don't need to have all the answers. Their team just needs to know what matters right now. I see managers get nervous and then they start explaining everything. They give people six priorities instead of one. I want to teach something around clarity. Maybe it's like the one thing people should know, feel, and do after you talk to them. I also want them to practice this in a real meeting."

— Jordan Blake · Voice Note, working session

TRANSLATION LADDER

01

CORE INSIGHT

Clarity is more valuable than volume.

02

LEARNING OBJECTIVE

By the end of this lesson, leaders will be able to communicate one clear priority and define what they want people to know, feel, and do.

03

PRACTICAL TOOL

Know → Feel → Do

04

PRACTICE

Rewrite an upcoming team message using the framework.

05

BEHAVIOR CHANGE

Leader communicates fewer priorities with greater clarity.

Strong curriculum turns an idea into an observable behavior.

Module 3 · Lead With Clarity

MODULE PURPOSE

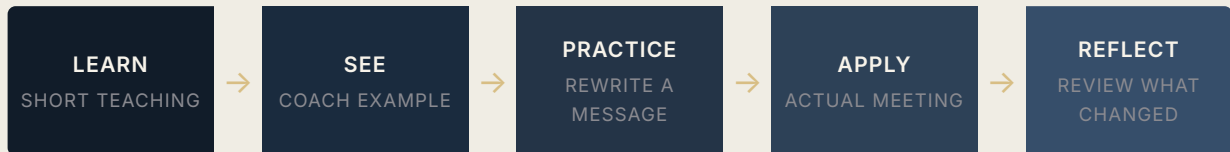
Help leaders simplify complex messages so teams understand what matters and what action to take.

LEARNING OBJECTIVES

Participants will be able to:

- Identify the main point of a message
- Reduce unnecessary explanation
- Structure communication around one priority
- Define what the audience should know, feel, and do
- Close with a clear action

MODULE EXPERIENCE



SUCCESS BEHAVIOR

Team members can explain the leader's priority after the conversation.

Ready for the coach to pick up and deliver.

0–5 MIN WELCOME & RESET	<i>Coach prompt: "Think about the last time you left a meeting wondering whether anyone actually understood what you wanted."</i>
5–15 MIN TEACH THE CONCEPT	Key message: More information does not always create more clarity. Introduce: Know → Feel → Do.
15–25 MIN COACH DEMONSTRATION	Show a poor example. Then show the coach rewriting it live — walking through each of the three questions.
25–45 MIN PARTICIPANT PRACTICE	Participants choose one upcoming conversation and write: What should they know? What should they feel? What should they do?
45–55 MIN LIVE COACHING	Invite 2–3 participants to share their draft. Coach provides direct, specific feedback on clarity and structure.
55–60 MIN CLOSE & CHALLENGE	This week: Use Know → Feel → Do in one real meeting. Report back what changed.

Includes prompts, transitions, timing, examples, and a clean close so the coach doesn't build the session while delivering it.

Turn the lesson into something participants can use.

LEAD WITH CLARITY

MODULE 3 · WORKBOOK

Think of one message you need to deliver this week.

WHAT IS HAPPENING?

WHAT IS THE ONE THING YOUR AUDIENCE NEEDS TO UNDERSTAND?

THE FRAMEWORK

KNOW

What should they know?

FEEL

How should they feel?

DO

What should they do next?

REMOVE — WHAT INFORMATION CAN YOU REMOVE BECAUSE IT DOES NOT SUPPORT THE MAIN POINT?

MY CLEAN CLOSE — WRITE YOUR FINAL SENTENCE:

Practice it aloud before your meeting.

The same idea, adapted for a 3-minute training video.

WHY MORE INFORMATION CAN MAKE YOU LESS CLEAR

OPEN

"One of the biggest communication mistakes leaders make is trying to explain everything."

TEACH

"When we feel pressure, we often add more context. More history. More detail. But your team may not need more information. They may need a clearer direction."

FRAMEWORK

"Before your next important conversation, ask yourself three questions: What do I need them to know? How do I want them to feel? What do I need them to do?"

EXAMPLE

Show a before-and-after example. The "before" is a message with five points. The "after" is the same message structured with Know → Feel → Do.

CLOSE

"Your challenge this week is simple. Before your next meeting, write one sentence for Know, one for Feel, and one for Do."

PRODUCTION NOTES

On-screen text callouts at key framework points

B-roll suggestion: leader at whiteboard with team

Framework graphic cue: Know → Feel → Do card

Pause points for coach's direct-to-camera moments

End CTA card with weekly challenge text

Coach voice: warm, direct, no jargon

The script is ready for production — not an outline waiting to be finished.

Build once. Repurpose with purpose.

Know » Feel » Do

CORE FRAMEWORK

LIVE PROGRAM

60-minute coaching
session

VIDEO

3-minute lesson

WORKBOOK

Practice exercise

EMAIL

Weekly
reinforcement

LINKEDIN

Leadership insight
post

SHORT VIDEO

30-second social clip

NEWSLETTER

Long-form
leadership example

MASTERCLASS

Expanded application

Repurposing should preserve the core idea while adapting the format, depth, and call to action for each channel.

Write like the coach, not like the writer.

JORDAN'S VOICE

Direct · Warm · Practical · Challenging · Conversational · Confident

JORDAN DOES SAY

"Here's what I want you to try."

"Make the decision easier for your team."

"You do not need more words. You need a clearer point."

"Try this in your next meeting."

JORDAN DOES NOT SAY

"Leverage this transformational methodology."

"Unlock your ultimate leadership potential."

"Utilize this framework to optimize communication efficacy."

WRITING RULES

Short sentences · Clear examples · Minimal jargon · Direct calls to action · One main idea at a time
· Practical close

Consistency builds trust. Every channel should sound like the same person.

Make content creation faster and more organized over time.

1 **CAPTURE**

Zoom · Voice note · Working session · Rough draft

2 **CLARIFY**

Core idea · Audience · Learning goal · Desired action

3 **STRUCTURE**

Module · Story · Framework · Exercise

4 **DRAFT**

Script · Workbook · Deck · Email · Social

5 **REVIEW**

Coach feedback · Accuracy · Voice · Updates

6 **FINALIZE**

Final content · Version control · Approval

7 **HANDOFF**

Design · Video · Marketing · Programs

8 **ARCHIVE**

Final assets · Source files · Decisions · Future updates

Every asset should have an owner, status, due date, version, and next action.

Good content still fails when handoffs are unclear.

A clear handoff document removes ambiguity, eliminates back-and-forth, and gives every team member exactly what they need to do their part — without a follow-up meeting.

PRODUCTION BRIEF · MODULE 3

ASSET	Module 3 Training Video
PURPOSE	Teach Know → Feel → Do
AUDIENCE	Program participants
FINAL SCRIPT	APPROVED
VIDEO TEAM	Create 3-minute video per approved script
DESIGN TEAM	Create framework graphic: Know → Feel → Do
SOCIAL TEAM	Create 30-second clip and quote graphic
PROGRAM TEAM	Upload video and workbook before Module 3 launch
DUE DATE	[Illustrative date]
STATUS	Ready for Production

NOTES

- Use approved Jordan Blake voice guide throughout
- Graphic should match workbook visual language
- Do not change framework language: Know → Feel → Do

The content lead owns clarity all the way through the handoff.

Finished means accurate, current, approved, and easy to find.

VOICE

Does it sound like the coach?

CLARITY

Can the audience understand it quickly?

ACCURACY

Are examples, dates, and claims correct?

CONSISTENCY

Does terminology match across materials?

DELIVERY READY

Can coach or team use it without extra explanation?

CONTENT TRACKER

ASSET	OWNER	STATUS	LAST UPDATED	NEXT REVIEW
Module 3 Script	Tanya	Approved	Aug 2026	Jan 2027
Module 3 Workbook	Design	In Production	Aug 2026	—
Module 3 Video	Video Team	Scheduled	Aug 2026	—
Module 3 Email	Marketing	Draft	Aug 2026	—
Module 3 Social	Social Team	Not Started	—	—

If it isn't in the tracker, it isn't finished.

Use AI for speed. Keep human judgment in control.

AI tools can accelerate content development at every stage. The role of the content lead is to know precisely where AI adds value — and where human judgment, context, and editorial responsibility must take over.

AI CAN SUPPORT

- Transcript cleanup
- Idea clustering
- First-pass summaries
- Content variations
- Repurposing drafts
- Formatting
- Research organization

HUMAN JUDGMENT OWNS

- Voice
- Accuracy
- Learning design
- Story choice
- Nuance
- Original thinking
- Final editing
- Quality control

"AI accelerates the process. It does not replace judgment, context, or editorial responsibility."

A content partner, not another person to manage.

CONTENT STRATEGY

Program architecture · Curriculum planning · Content recommendations

WRITING

Scripts · Workbooks · Emails · Newsletters · Presentation content · Social content

EDITING

Voice consistency · Accuracy · Updates · Refreshes

PROJECT OWNERSHIP

Deadlines · Decisions · Version control · ClickUp tracking

TEAM HANDOFFS

Design briefs · Video direction · Marketing briefs · Program instructions

CONTINUOUS IMPROVEMENT

Reusable templates · Voice guides · Content library · Faster production process

"The goal is simple: the coach should be able to pick up the content and deliver it without questions or extensive edits."

LEARNING STRATEGY

CURRICULUM DESIGN

CONTENT DEVELOPMENT

VOICE & EDITORIAL

WORKFLOW DESIGN

PRODUCTION MANAGEMENT

Discuss a Learning Strategy or Curriculum Engagement →

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