

SAMPLE PLAYBOOK

PLAYBOOK FOR

THE BEGINNER'S GUIDE TO PLANNING A MICRODEGREE

ALLISON ROSS



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Welcome to The Beginner's Guide To Planning A Microdegree

Congratulations on stepping up to the challenge of turning your knowledge into an asset! The world needs your expertise now more than ever.

By sharing what you know, you're turning this period of fear and uncertainty into an opportunity for people all over the world to transform into a better version of themselves. You're part of a powerful group of entrepreneurs committed to creating a thriving post-pandemic world.

This microdegree aims to make sharing your knowledge via the GeniusU platform a breeze. By breaking the planning process into the five Genius frequencies, you'll be playing to your strengths every step of the way.

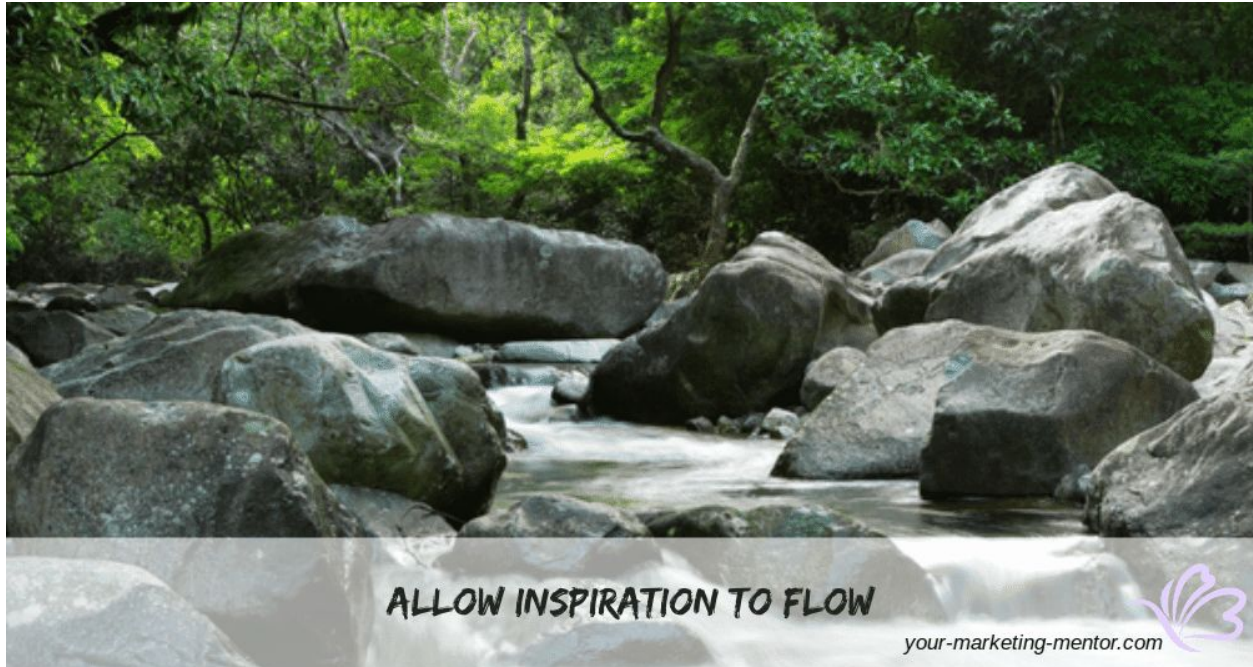
As a certified *Passion Test Consultant* with Janet and Chris Attwood, and a certified *Flow Consultant* with Roger Hamilton and GeniusU, I will guide you through the steps needed to deliver a microdegree aligned with your purpose and your passions.

Microdegree Outcomes

- Identify the WHY, WHAT, WHO, WHEN, and HOW of planning your microdegree.
- Compare the different options available for creating your microdegree.
- Apply the necessary tips, tools, and tricks to plan a purpose-filled microdegree that aligns with your Genius frequencies.

[CLICK TO GO TO THE COURSE](#)

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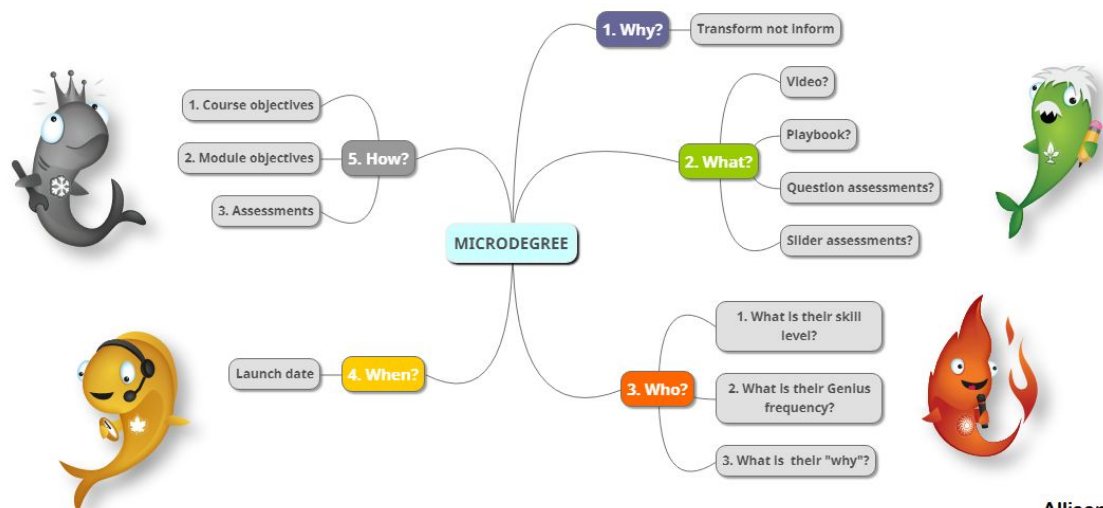


Overview

You're on the verge of creating something powerful! You're here because you understand that the world doesn't need more information. It needs transformation.

By the end of this course, you will understand the steps required to create not simply a microdegree, but a conduit for positive transformation for learners all over the world. By breaking the planning process into the five Genius frequencies, each step becomes a sacred space where you tap into the best version of yourself and feel connected to Spirit.

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Allison Ross

WHY are you creating this microdegree?

Remember that the aim of your content is to transform, not only inform. The quickest way to achieve transformation is to connect your WHY with your readers' WHY.

WHAT GeniusU tools will you use to deliver your training?

Play to your strengths. If you feel uncomfortable in front of the camera, don't force yourself. Find a way that works best for you, perhaps a mix and match. For example, if writing is your strength, lead with that and get some help with the rest.

WHO are you creating this microdegree for?

Make sure you're "speaking" to your target audience on a level of their understanding. Also remember that Dynamos, Blazes, Tempos, and Steels learn differently, which is another great reason to mix and match your content.

WHEN will you be launching this microdegree to the people who need it?

Things take time so plan realistically.

HOW will you structure your content so that it transforms those who take your course?

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Once you're clear on your WHY, their WHY, and their level of understanding, break your content down into digestable chunks.

Rate yourself on a scale of 0 to 10 with 0 being *"I have no idea how to structure my course"* to 10 being *"I am very clear on how to structure my course."*

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WHY are you creating this microdegree?

You're here to transform your learners, not to simply inform them. This step explores the transformation you aim to achieve:

1. What are the insights you aim to inspire throughout every step?
2. What is the fundamental change you aim to facilitate once they've completed?

The best way to inspire transformation in your learners is for you to be inspired while you teach. You gain that inspiration by linking your microdegree to your very own WHY.

So what is your WHY?

With GeniusU, your WHY is found in your Spirit frequency. It's the energy that encapsulates your Dynamo, Blaze, Tempo and Steel energy. It's the energy that allows abundance to flow. It is the frequency in which you feel most connected to source.

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I learnt this really nifty trick from Paul Dunn, the heart behind B1G1, on how to connect with your WHY. It's a fill-in-the-blanks statement along the lines of "*I get up every morning to... so... and...*"

As an example, mine is: *I get up every morning to create products for entrepreneurs so they can better understand how to unblock abundance and help those they serve unblock theirs.*

What is your bigger WHY? Use Paul Dunn's tip and the free Purpose Test and Passion Test on GeniusU to help you pinpoint your purpose and your passions.

Remember that your WHY can be fluid. What works for you today may be different a week from now. The power lies in honouring who you are in the moment.

Ready to proceed? Use the following fill-in-the-blanks statement to create your WHY for this course: *I am creating this course to...so... and...*

HERE'S MY WHY AS AN EXAMPLE:

My purpose is *No poverty* and my top five passions are *Leadership, Freedom, Spirit, Teaching, and Creativity.*

I am creating this course to provide purpose-driven course creators with tools that connect them to their Spirit frequency so they can transform their learners into better versions of themselves *and* contribute to a collective consciousness of abundance.

My WHY for this course encapsulates my purpose and my five top passions.

Formulate your WHY for this course by completing these questions:

1. What is your top purpose according to the Purpose Test?
2. What are your top five passions according to the Passion Test?
3. List 5 ways in which you're bringing your purpose into this microdegree.
4. List 5 ways in which you're bringing your passions into this microdegree.
5. Complete your WHY for creating this course that incorporates your passion and purpose: *I am creating this course to...so...and...*

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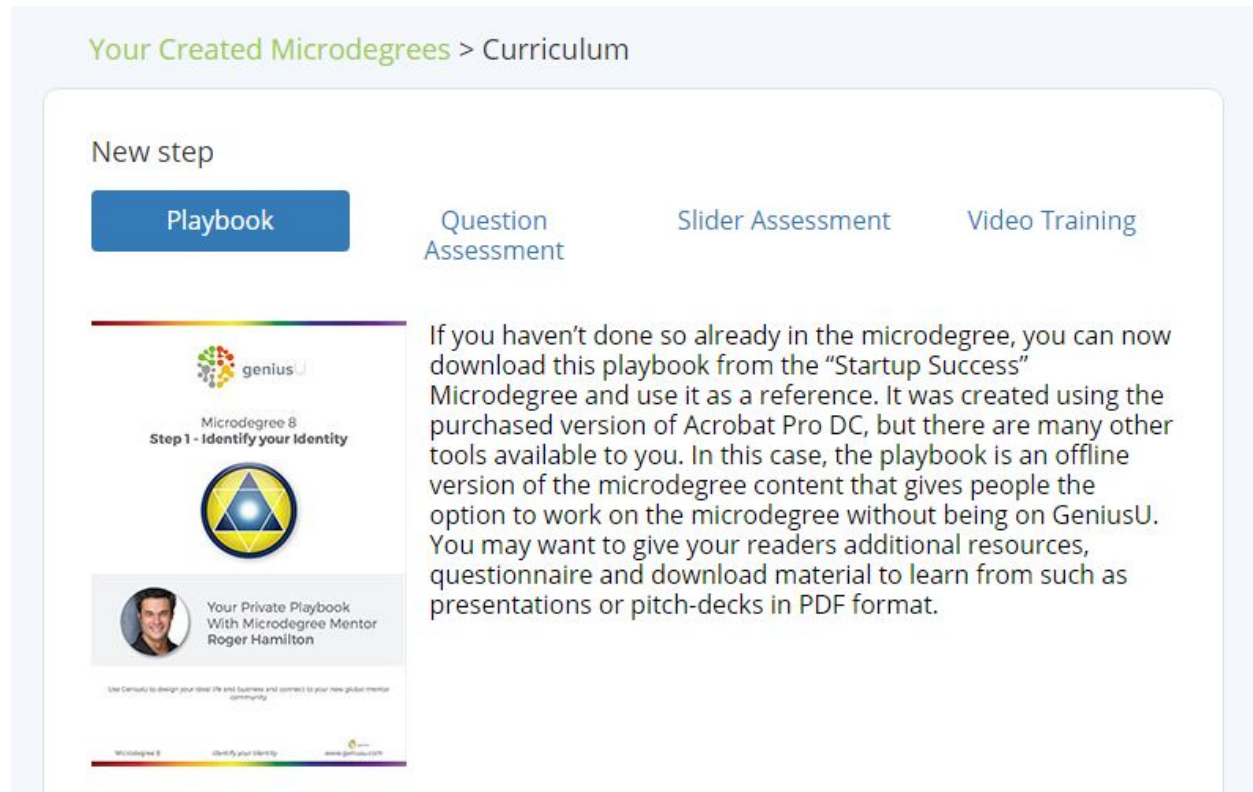


WHAT GeniusU tools will you use to deliver your training?

The **intuitive Dynamo** is all about creating. The GeniusU course-building platform gives you ample opportunity to express your creativity through playbooks, question assessments, slider assessments, and video training:

1. **A playbook** is an offline version of the microdegree content that gives people the option to work on the microdegree without being on GeniusU.
2. **Question assessments** are text areas for your students to answer the questions you ask them. You can have an unlimited number of questions for every step.
3. **Slider assessments** allow students to rate their response from a range of 0 to 10. You can have an unlimited number of slider assessments for every step, with the added bonus of the scores totalling up.
4. **Video training** can be either videos of you conducting training or slide presentations in video format.

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A quick peek at the GeniusU microdegree builder

How do you know what's right for your microdegree? *The answer lies in your Wealth Dynamics profile!*

Are you more an extroverted Blaze or an introverted Steel? Are you innovative like a Dynamo or more sensory like a Tempo? Let your combination of Dynamo, Blaze, Tempo and Steel be your guide.

Deciding between playbooks and videos

As you look around the microdegrees on GeniusU, you may feel pressured to deliver content in a way that isn't authentically you.

For example, you may decide to put together a series of videos when you're not really comfortable in front of the camera. Or you may be tempted to deliver a series of playbooks when writing isn't your main strength.