



IS YOUR PROGRAM DESIGNED FOR INFORMATION OR TRANSFORMATION?

Use this checklist to decide

In a transformation-based program, like my Refocus Your Retreat Academy, you'd want to see evidence of participants not just understanding concepts, but actively applying them.

Information-Based Course Evidence:

- Focus on content delivery and knowledge acquisition
- Success measured by test scores or information retention or completion rate
- Emphasis on lectures and reading materials
- Limited practical application or real-world exercises
- Participants can recite facts but may struggle to apply knowledge
- Little to no personalization or adaptation to individual needs
- Lacking follow-up or support after course completion
- Success defined by course completion rather than outcome
- Participants may feel knowledgeable but not necessarily changed
- Limited or no accountability for implementing learned information, lacking feedback opportunities

Transformation-Based Course Evidence:

- Focus on behavior change and personal growth
- Success measured by real-world results, personal achievements and milestones
- Emphasis on experiential learning and practical application
- Abundant opportunities for hands-on practice, skill development and feedback
- Participants demonstrate ability to apply knowledge in various contexts
- Personalized approach adapting to individual goals and challenges
- Ongoing support and follow-up to ensure lasting change
- Success defined by tangible improvements in participants' lives
- Participants report significant shifts in mindset, habits, or capabilities
- Built-in accountability measures to support implementation of changes
- Testimonials highlighting specific, measurable transformations
- Participants often become advocates, referring others due to their experience
- Evidence of continued growth and development after course completion
- Integration of reflective practices to deepen learning and self-awareness
- Participants can articulate how the course has impacted their life or work