The Container

Customer Journey Model

Decide the experience. Map the journey. Name the access point. Lock the container.

SESSION ARC · 90 MINUTES

01
Opening Frame 5-10

Bridge review — participants share the one move they made after Session 4 and what it produced. What did the move reveal about your lane and your client? Grounds the room in real data before the container design work begins.

02
Teaching 15-20 min

The Container framework delivered via presentation. The four journey archetypes, the five touchpoints from discovery to yes, the access point decision, and the four alignment tests every container must pass before it is ready to run.

03
Silent Work 15-20 m

Complete the Session Worksheet independently. Archetype selection with the reasoning, five touchpoint journey map, access point named specifically, four alignment tests run, and the container decision committed to in writing. This is your build brief.

04
Hot Seats 20-25 min

Two participants map and commit to their container live with the coach. The friction surfaces here — confusion about the access point, a journey that serves the practitioner instead of the client, a test that does not pass. The group observes and learns from every correction made.

05
Commitment 5-10 min

Each participant reads their journey sequence and access point aloud. Complete Post-Session Commitment form today. 72-Hour Bridge begins now — one real move toward your container before Session 6. Research, test, or draft. Not strategy. Action.

SESSION FOCUS

Deciding, not building

You already know who you are, how you show up, who you serve, and which lane you are in. Session 5 is not a new decision. It is the design question: what does the path look like for the right person to say yes?

YOUR OUTPUT TODAY

Customer Journey Model

Archetype chosen and owned. Journey mapped across five touchpoints. Access point named specifically. All four alignment tests passed. One committed move before Session 6.

REMINDER: Submit your Session Worksheet in the portal before closing this tab. Your Tally form is the official record.