

JOURNEY MAP · CONSOLIDATED · ★ PRIMARY PERSONA

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ONE CLIENT ENGAGEMENT, END TO END

workshopr.io

STAGE	1 WIN THE WORK · STRATEGIZE	2 DESIGN THE AGENDA · PLAN	3 PREP + REHEARSE · PLAN	4 DELIVER · FACILITATE	5 SYNTHESIZE + SEND ★ · SYNTHESIZE	6 FOLLOW UP + RE-WIN · POST
GOAL	Turn a maybe into a signed engagement	A credible, well-paced agenda without losing a weekend	Walk in knowing the plan holds	Run the room, not the tools	Client-ready recap out the same evening	Convert delivery into the next engagement
DOING	· Discovery call, scopes the ask · Writes the proposal	· Assembles from the library · Tunes timing, runs Agenda Check	· Exports run-of-show, packs materials · Rehearses openers	· Timers, scripts, notes in Facilitator · Photographs every flip chart	· Board export + photos into Synthesize · Edits themes into her voice, exports	· Sends recap, waits, nudges · Drafts the next SOW
TOUCHPOINTS	Zoom · email · her site	Planner · library · Agenda Check	Run-of-show export · print	Facilitator app · Sidekick	Synthesize · Markdown · her template	Email · LinkedIn · the recap itself
THINKING	*"Is this scope even facilitatable in half a day?"*	*"This used to take my whole Sunday."*	*"If the client re-orders tonight, I re-flow in minutes."*	*"Stay with the room; the laptop holds the plan."*	*"Every theme traces to a sticky. I can defend this."*	*"Did the workshop change anything for them?"*
FEELING	Hopeful +1	In craft +2	Focused +1	In flow +2	Proud +1	Uneasy -1
PAIN POINTS	· Unbillable pre-work · Scope creep starts here	· Little; brand polish is still manual	· Late-night client changes · Printing logistics	· Energy dips she can feel but not measure	· Pasting into her branded template is manual	· No evidence of impact · Repeat business rides on anecdotes
OPPORTUNITIES	· Proposal-ready agenda summary from a draft plan	· Brandable agenda exports	· Client-facing agenda share view	· Post-hoc energy read from session events	· Branded one-click recap	· Impact report + commitment tracking (roadmap §9.1)

TOP OPPORTUNITIES

1. **Impact report + commitment tracking** · closes the silent after-send gap at stage 6 (High · Mid)
2. **Branded exports** · stage 5 ends inside the product, no template paste (High · High)
3. **Client-facing agenda share** · prep-stage polish, small lift (Mid · High)

MOMENTS OF TRUTH

- ★ **The same-evening recap** · lands while the energy is warm and she looks exceptional; the whole product pays off here.
- ★ **"Where did this theme come from?"** · provenance answers the client challenge in seconds; without it the recap wobbles.

Consolidated map, September 2026; emotion scores remain interpretive. Source of truth: JOURNEYS.md at the platform repo root. ★ = moment of truth.