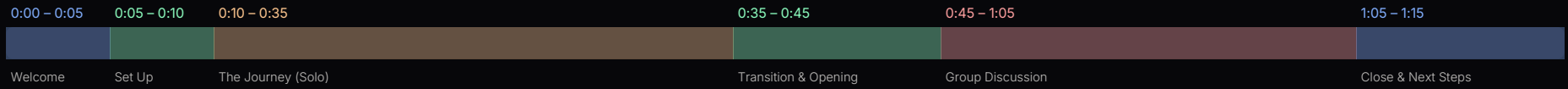


Workshop timeline

A minute-by-minute guide for facilitators running a 75-minute session.



0:00 – 0:05

Welcome & Ground Rules

Welcome the room. Introduce yourself and the experience. Set expectations: this is private, reflective, and personal.

SAY

"Today we're going to do something a little different. You're going to go on a private creative journey."

Keep it brief. Don't oversell. Let curiosity build.

0:05 – 0:10

Set Up & Launch

Share the URL. Help anyone who needs it. Confirm everyone has loaded the page before starting.

SAY

"Go to whydoyoucreate.com on your phone or laptop. Take your time — there's no wrong pace."

Have the URL on screen. Walk around and check.

0:10 – 0:35

The Journey (Solo)

Participants go through the journey individually. The room goes quiet. This is the core of the experience.

SAY

Nothing. Let the room hold itself. Play soft ambient music if it fits your setting.

Don't hover. Read the room. Some finish fast, some slow. Both are fine.

0:35 – 0:45

Transition & Opening

Welcome people back. Acknowledge what just happened. Open the group conversation with an experience question.

SAY

"Welcome back. You just did something personal. How are you feeling right now?"

Start broad. Don't ask about content yet.

0:45 – 1:05

Group Discussion

Facilitate a conversation about the experience. Use the prompts from your cheat sheet. Let it go where it needs to.

SAY

"What surprised you? Was there a moment where you hesitated before answering?"

If someone gets emotional, let it land. A quiet nod is enough.

1:05 – 1:15

Close & Next Steps

End with forward momentum. Encourage them to go create something this week. Mention the forge for those who want more.

SAY

"The real question now: what are you going to make? Not someday. This week."

End strong. Don't let it fizzle into logistics.