
THOUGHT LEADER WORKSHOP

Case Study: Retreat Redesign

From Powerful Weekend to
Flagship Learning Ecosystem

Engagement details anonymized to protect client intellectual property.

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A somatic practitioner and retreat host with a devoted community and a growing reputation for powerful in-person experiences. She had been running 3-day weekend retreats for 2 years, averaging 8–12 participants per event at \$1,200 per person.

The Challenge

Despite consistently positive feedback and high emotional impact during the retreat, the business faced three recurring problems: (1) Enrollment was inconsistent — some retreats filled, others required last-minute discounting to avoid running at a loss. (2) Participants raved about the experience but rarely returned for a second retreat or referred others in a structured way. (3) The retreat existed as a standalone event with no connection to her coaching practice, community offerings, or long-term client journey.

The Engagement

Thought Leader Workshop was retained to audit the retreat design, identify structural gaps affecting both participant transformation and business sustainability, and produce a redesigned architecture with a 12-month ecosystem strategy.

DAY 1 — FRIDAY

4:00 PM	Arrival and check-in
5:30 PM	Welcome circle and introductions
7:00 PM	Opening ceremony (breathwork + intention setting)
8:30 PM	Free time

DAY 2 — SATURDAY

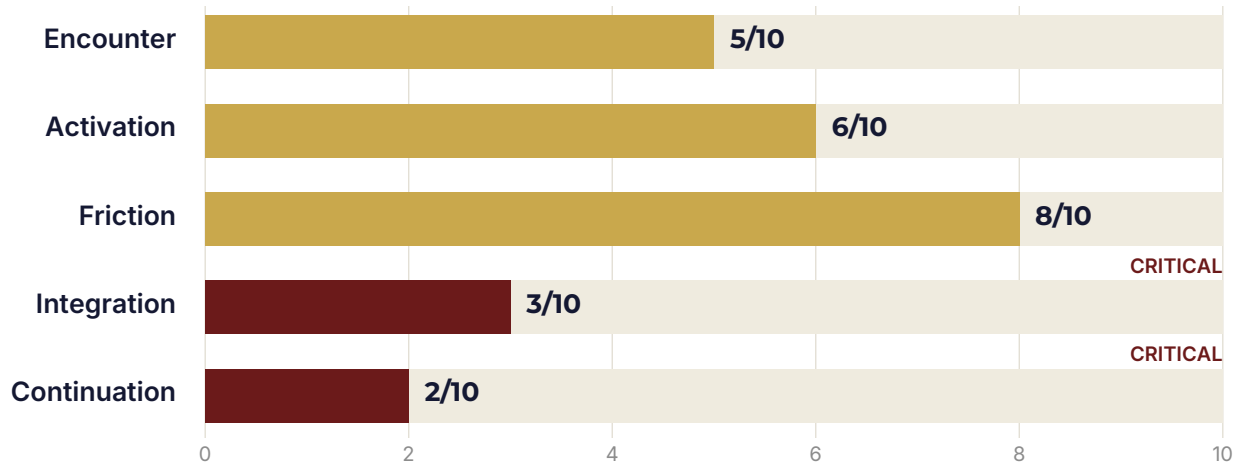
7:00 AM	Morning yoga
9:00 AM	Group teaching session (somatic theory)
11:00 AM	Breakout partner exercises
12:30 PM	Lunch
2:00 PM	Deep somatic release workshop (the emotional peak)
4:30 PM	Sharing circle
6:30 PM	Dinner
8:00 PM	Free evening / optional bonfire

DAY 3 — SUNDAY

8:00 AM	Gentle movement
9:30 AM	Closing circle and reflections
11:00 AM	Brunch and departure

Retreat Audit: Diagnostic Findings

Phase-by-Phase Design Score (out of 10)



Key Findings

1 Encounter Under-Designed

Participants arrive into a welcome circle with no structured safety design. The opening ceremony pushes into breathwork before trust is established.

2 Integration Missing

Saturday's deep somatic release workshop is the emotional peak, but Sunday morning jumps directly to closing. There is no dedicated time for participants to process, make meaning, or connect the experience to their daily lives.

3 No Continuation Architecture

Participants leave with no structured pathway for sustaining change. No follow-up protocol, no peer support structure, no connection to the practitioner's other offerings.

The following high-level redesign addressed the three critical gaps identified in the audit. Full implementation details are proprietary to the engagement.

01

Intentional Encounter Design

Restructured the opening sequence to establish psychological safety before introducing somatic practices. Added a calibrated arrival ritual and a participant orientation to the Transformation Arc, so attendees understand the journey they're entering.

02

Dedicated Integration Block

Replaced the rushed Sunday morning closing with a full Integration session on Saturday evening. Participants process the somatic release work through guided journaling, small-group dialogue (Catalyst Pods), and a personal Micro-Pact — a concrete commitment they carry forward.

03

12-Month Continuation Ecosystem

Designed a post-retreat pathway connecting the live experience to the practitioner's coaching practice. Participants leave with a Personal Operating System and are enrolled in a quarterly integration circle, creating a structured rebooking pathway and year-round revenue.

Modeled Outcomes

Projected impact of the redesigned architecture across revenue, retention, and enrollment dynamics.

<p>REVENUE PER RETREAT From 8 seats at \$1,200 to 10 seats at \$3,000</p>	<p>BEFORE</p> <p>\$9,600</p>	<p>AFTER</p> <p>→ \$30,000+</p>
<p>REBOOKING RATE Via the continuation ecosystem</p>	<p>BEFORE</p> <p><5%</p>	<p>AFTER</p> <p>→ 30%+ projected</p>
<p>ANNUAL ECOSYSTEM REVENUE Coaching integration and quarterly circles</p>	<p>BEFORE</p> <p>\$0</p>	<p>AFTER</p> <p>→ \$48,000+</p>
<p>ENROLLMENT METHOD Structural demand replaces ad-hoc promotion</p>	<p>BEFORE</p> <p>Last-minute hustle</p>	<p>AFTER</p> <p>→ Waitlist from alumni referrals</p>

Outcomes reflect modeled projections based on the redesigned architecture. Individual results vary based on implementation, audience, and market.

Thought Leader Workshop

Evidence-based retreat design for thought leaders who want their live experiences to be psychologically rigorous and commercially sound.

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To explore what a redesign could look like for your retreat,
book a Program Clarity Session.