

Curriculum Builder Form: The “What – So What – Now What” Framework

Use this form to design or reflect on a learning experience. It helps clarify the purpose, relevance, and action steps behind your curriculum, lecture, or training session.

1. What?

Describe the Issue, Learning Point, or Problem

What is the topic, skill, or challenge this lesson or program addresses?

- What's happening or needs attention?
- What knowledge or skill gap exists?
- What are the key learning outcomes?

Notes / Summary:

2. So What?

Explain Why It Matters

Why should learners care about this issue?

- How does it connect to their work, lives, or values?
- What impact does this issue have on people, systems, or communities?
- What makes it urgent, relevant, or emotionally engaging?
- Using what you know about this group: Why should this topic be important to them?
- Why does learning about this topic matter to their social life, job, education, family, goals, etc.?
- How does learning about this topic improve their relationships, job performance, family, education, and goals?

Notes / Relevance:

3. Now What?

Identify the Application and Next Steps

How will this learning translate into action?

- What do you want the learners to do?
- What is in the way of them doing it?
- What are ways to overcome those barriers?
- What should learners do differently as a result?
- What skills, tools, or supports will help them act?
- How can learning or behavior change be measured?

Action Plan: