

PROGRAM ARCHITECTURE

*Transforming 50+ isolated workshops into a structured, scalable learning journey.
Removing the burden of choice from the parent.*

SIQ-PA-001 · Criar Sin Culpas · April 2026

PHASE 02 DELIVERABLE

THE STRATEGIC THESIS

A library of 50 workshops forces parents to self-diagnose their problem.

When parents are exhausted, the cognitive load of choosing the "right" workshop creates friction. They don't want a library; they want a path.

The new architecture prescribes a specific journey based on the depth of the intervention required. We are shifting from **Content Creation** to **System Execution**.

THE THREE-TIER PRODUCT MATRIX

The 50 workshops have been mapped into three distinct commercial vehicles to capture leads, deliver the core transformation, and retain high-demand clients.

01

THE ENTRY LAYER · TACTICAL RELIEF

FOCUSED PROTOCOL TOOLKITS

Goal: Solve one specific, acute pain point quickly. Low friction, high conversion.

Parents entering the ecosystem are in acute pain (e.g., tantrums, screen addiction). These are 90-minute masterclasses or toolkits designed to provide immediate tactical relief and build profound trust.

PRODUCT A: THE SCREEN PROTOCOL (PANTALLAS SIN CAOS)

Sourced from: Cómo quitar pantallas sin berrinches, Cómo regular después del iPad, Cómo crear transiciones sin drama.

PRODUCT B: THE DE-ESCALATION KIT (KIT DE EMERGENCIA)

Sourced from: De berrinche a regulación, El arte de no escalar, Qué hacer cuando tu hijo está fuera de control.

02

THE CORE SYSTEM · BEHAVIORAL TRANSFORMATION

THE FLAGSHIP PROGRAM

Goal: The signature "Criar Sin Culpas" methodology. A structured 6-to-8 week journey.

This replaces the need to buy 20 different workshops. It is a step-by-step transformation journey that shifts the family dynamic from constant fighting and exhaustion to cooperation and connection.

[SEE DETAILED BREAKDOWN BELOW ↓](#)

THE HIGH-DEMAND ALLIANCE & SANCTUARY

Goal: High-touch, highly specific application of the core method for complex situations.

Higher price point, deeper access, and dedicated community support for the parents facing the most profound resistance and emotional burnout.

03

TRACK A: NEURODIVERGENT ALLIANCE (TDAH / NIÑOS INTENSOS)

Sourced from: Crianza real para niños con TDAH, Cómo manejar el hiperfoco sin peleas, Niños intensos: cómo sobrevivir sin perderte.

TRACK B: THE MOTHER'S SANCTUARY (RECONSTRUCCIÓN DE LA MAMÁ)

Sourced from: Cómo dejar de sentir culpa todos los días, Maternidad sin perderte a ti, Regulación emocional para mamás reales.

THE FLAGSHIP DECONSTRUCTED

The majority of the 50+ workshops map perfectly into a four-module sequential curriculum. She does not need to record net-new IP; she needs to repackage existing IP into this chronological journey.

Mod 1 THE PARENT'S MINDSET (LA BASE)

Establishing the Acceptance Gateway. Before addressing the child's behavior, the parent must stabilize their own resistance and perceived guilt.

Mapped Workshops: De sobrevivir a liderar tu crianza, Cómo dejar de reaccionar en automático, El arte de no escalar.

Mod 2 EMOTIONAL REGULATION (EL TERMOSTATO)

Understanding the nervous system and shifting from Negative Attention to Neutral Alignment. Lowering the emotional temperature of the household.

Mapped Workshops: Cómo bajar la intensidad emocional sin gritar, Tu hijo no necesita castigos... necesita regulación, Cómo responder sin explotar.

Mod 3 REAL DISCIPLINE (LÍMITES CLAROS)

Implementing the Play Operating System. Introducing predictable rules, clear expectations, and logical consequences without breaking connection.

Mapped Workshops: Cómo lograr cooperación sin gritos, Límites claros sin caos, Cómo dar instrucciones que sí funcionan.

Mod 4 CONNECTION BEFORE CORRECTION (REPARACIÓN)

Mastering the repair process. How to handle the inevitable setbacks, rebuild trust after a rupture, and sustain the new family incentive structure.

Mapped Workshops: Cómo corregir sin romper la conexión, Menos lucha, más cooperación, Cómo volver a sentir control en casa.

