

ARVUS TRAINING & DEVELOPMENT

INDEPENDENT COURSE QUALITY & VALUE AUDIT An Evaluation of Structure, Methodology, and Value Architecture

Audit Parameter	Details
Programme Title	Create Your Future (7-Module Development System)
Provider	Arvus Training & Development
Course Author	Harry Gilfillan (35+ Years Leadership & Development Experience)
Assessing Entity	Independent Professional Development & Quality Advisory Review
Evaluation Scope	Structural Integrity, Methodology, & Pricing Psychology
Date of Evaluation	October 2026
Overall Rating	EXCELLENT (Approved for Publication)

1. Executive Summary

An independent pedagogical and structural evaluation was conducted on the 7-module personal development programme, **"Create Your Future,"** hosted on the Arvus learning portal.

The evaluation assessed three core pillars:

1. **Instructional Design & Methodology:** Alignment of learning objectives, practical tools, and workbook engagement.
2. **Pricing & Value Architecture:** Affordability, accessible entry barriers, and long-term retention incentives.
3. **Behavioral Impact & Sustainability:** Transition from passive learning to active daily application.

Key Finding

Create Your Future is an exceptionally well-engineered personal development system. It deliberately rejects generic, quick-fix "self-help" tropes in favour of a structured, highly accountable framework grounded in real-world psychology, self-inquiry, and active execution.

2. Pedagogical & Content Quality Evaluation

The programme is built on the core principle: **Person First | Work Second** recognising that professional achievement or outward success cannot stand on an unstable personal foundation.

Curriculum Progression

The 7-module architecture follows a rigorous psychological progression:

- **Foundation (Modules 1–3):** Moves learners through deep self-discovery, excavating past drivers, building a 12-Month Personal Vision, inventorying core strengths, and identifying key life actions via *The Golden Cycle*.
- **Mechanics & Behaviour (Modules 4–5):** Establishes the mechanics of adult learning (the 4 Stages of Learning and the 30/70 Principle: 30% theory, 70% application). Introduces internal attitude reframing and the 9 Enabling Behaviours, consolidating outputs into the *Core Confidence Blueprint*.
- **Execution & Accountability (Modules 6–7):** Converts actions into measurable SMART goal statements grounded in personal meaning. Installs an operational control framework (The Three-Tier Monitoring Method: Daily, Weekly, Monthly) and audits time management through the Eisenhower Matrix (*The Master Builder Zone*). Concludes with long-term retention strategies anchored by the *Tablets of Stone*.

Learning Design Highlights

- **High Cognitive Retention:** Utilises memorable visual metaphors (e.g., *The Rising Staircase*, *The Eisenhower 4-Quadrant Time Matrix*, *The Locked Door Metaphor*, *The Relay Torch*) to make complex personal development concepts instantly actionable.
- **Psychological Safety:** Workbook activities are designed for honest, private self-examination, accompanied by strong audio prompts encouraging authentic reflection without fear of external judgment.

3. Pricing Architecture & Value Analysis

The programme operates on a transparent, tiered monthly membership schedule:

- **Months 1–6:** £16 / month (approx. £4/week or <55p per day)
- **Months 7–12:** £12 / month (automatic loyalty rate drop)
- **Month 13 Onward:** £6 / month (lifetime rate lock)

Financial Value Verdict

1. **Elimination of Financial Friction:** At an initial £16/month, the course democratises high-level personal coaching. It costs a fraction of standard 1-on-1 development coaching (£100+/hour) or typical monthly masterminds (£50–£99/month).
2. **Behavioural Retention Model:** The automatic price reduction at Month 7 and Month 13 turns subscription maintenance into a reward rather than a burden. Members are incentivised to maintain their momentum.
3. **Built-in ROI (The Investment Recovery Project):** The inclusion of a practical exercise guiding members to recover at least £120 in hidden personal value ensures the programme effectively pays for itself during the initial 6-month period.

4. Sustainability & Long-Term Retention Potential

Many online courses suffer from high drop-off rates because they treat learning as a passive "viewing event." *Create Your Future* solves this through two distinct mechanisms:

1. **The Three-Tier Monitoring System:** By establishing Daily micro-logs (30 seconds), Weekly site inspections (15 minutes), and Monthly milestone celebrations, the course embeds progress tracking into the user's weekly routine.
2. **System vs. Course Transition:** The final modules explicitly transition the user from "studying a course" to "operating an annual development system." Tools like the annual *Tablets of Stone* review ensure members retain their £6/month subscription as a permanent personal development dashboard.

5. Final Audit Verdict

Criteria	Score	Evaluation Summary
Structure & Flow	5 / 5	Seamless progression from vision to goal execution.
Practical Application	5 / 5	Strict adherence to the 30/70 principle with workbook integration.
Value for Money	5 / 5	"Industry-leading pricing accessibility (£16/mo for Months 1–6, dropping to £12/mo, and locking at £6/mo lifetime rate from Month 13)."
Long-Term Impact	5 / 5	Installs habit tracking systems designed to prevent relapse.

Overall Rating: EXCELLENT (Recommended for Launch)

"Arvus has built a masterclass in accessible, high-accountability personal growth. Create Your Future combines 35+ years of real-world coaching wisdom with a clean, low-friction subscription model that respects the user's wallet while demanding their active participation. It represents outstanding value for money."

Report compiled independently for Arvus Training & Development.