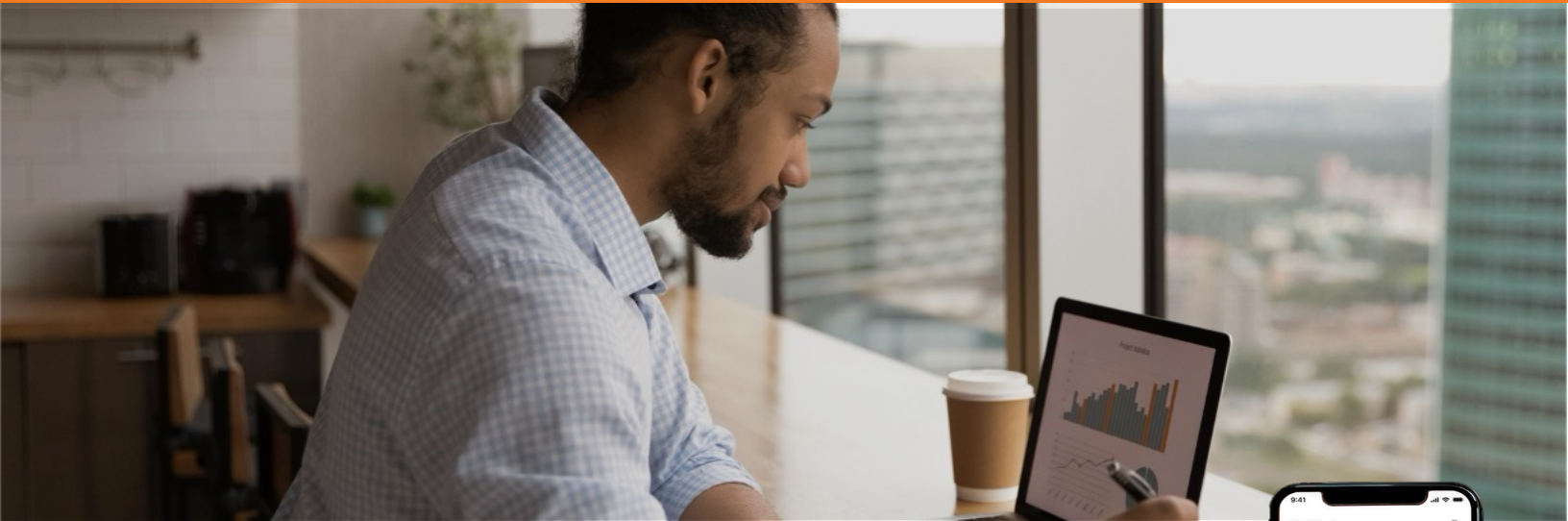




**AI-POWERED, BEHAVIORAL CHANGE**

# **A NEXT-GENERATION SOLUTION FOR JUSTICE CLIENTS**

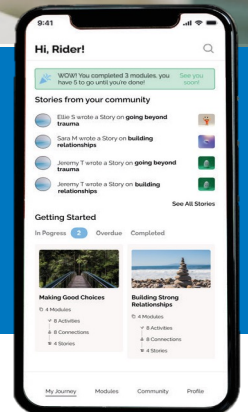


## **TRANSFORM CONSEQUENCES INTO LIFE CHANGE**

For state and county justice leaders seeking real change. Changing behavior is hard. We provide the programs, supportive staff, and AI tools to ensure it happens. Whether run by our team, or powering your staff with our growth tools, so those you serve make meaningful, positive change.

- **EVIDENCE-BASED, BEHAVIORAL CHANGE**
- **ANYTIME, ANYWHERE GROWTH PLATFORM**
- **COME ALONGSIDE GROWTH SPECIALISTS**
- **AI-POWERED CASE MANAGEMENT SUITE**

Journey.do is a full-service behavioral change program with integrated AI, real-time data, any-time, anywhere access, and with trained coaches that run each program from intake to outtake, so justice-involved individuals become contributing members of the community.



**Schedule a Demo**

### **REAL WORLD RESULTS**

**75,000+**  
User Accounts

**125,000+**  
Story Connections

**70,000+**  
Stories Published

**125,000+**  
Grows Completed

**55,000+**  
Microcerts Earned

# WHAT WE OFFER

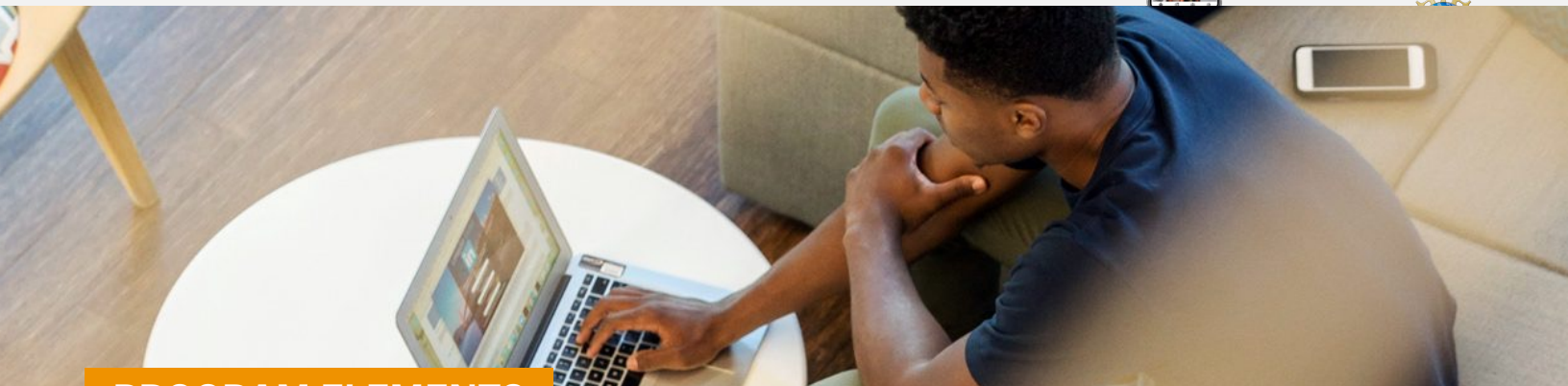


At Lifelab Studios, we believe every person has the potential to grow, heal, and transform—but only when truly seen, supported, and empowered. We provide the tools to make that happen.

## Journey.Do Program

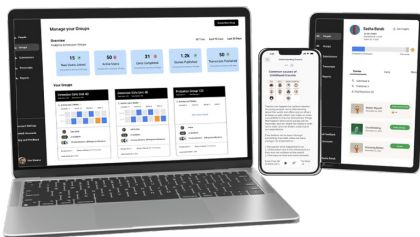
An anytime, anywhere growth platform, an AI-powered coaching dashboard, and a come alongside coaching service that is pioneering a new era of behavioral change, ensuring change happens.

- It uses the power of personal narrative, positive reputation, social validation, gamification, and applied content to power life change
- It has integrated growth plan, case notes, shareable transcripts, and admin dashboard for managing growth with full accountability



## PROGRAM ELEMENTS

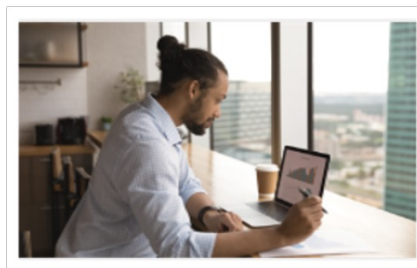
### Anytime, Anywhere Growth Platform



#### App for Learner

- Available Anytime, Anywhere
- Personalized Growth Journeys

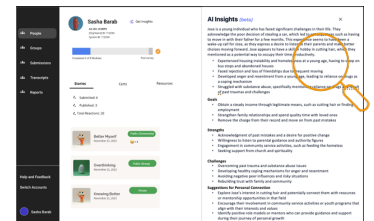
### Come Alongside Coaching Service



#### Trained Growth Specialists

- Managed from Intake to Outtake
- Use Evidence-Based Practices

### AI-Powered Coaching Dashboard



#### AI Features for Officers

- AI Case Planner, AI Note Taker
- Ensuring Behavioral Change

#### App for Coaches

- Manage Individual/Group Progress
- Oversight of Learners Transformation

#### Powering Your Staff

- Staff Choose Level of Engagement
- Transparency, Oversight, Insights

#### AI Insights for Leaders

- Oversight of Individual/Group Progress
- Insights for Entire Organization

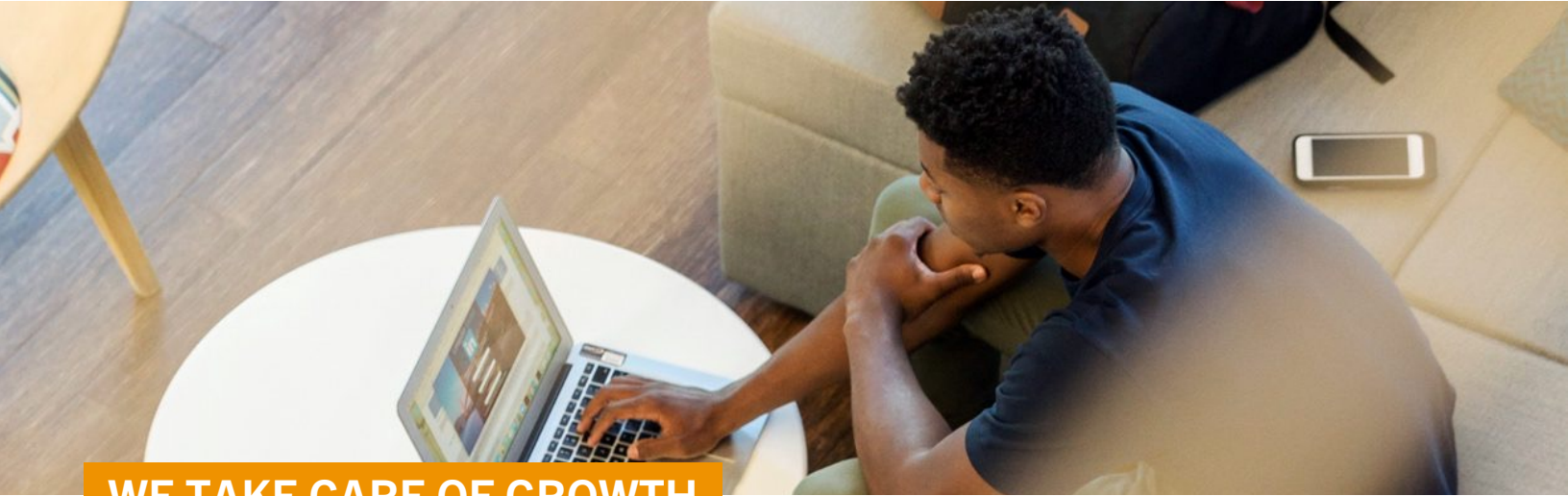
# WHY IT MATTERS



## Unlock Potential with Our Next-Generation Behavioral Change Solution

Many solutions focus on one approach—therapy, small groups, evidence-based content—but we combine decades of research across multiple fields with cutting-edge technology and AI to deliver real results.

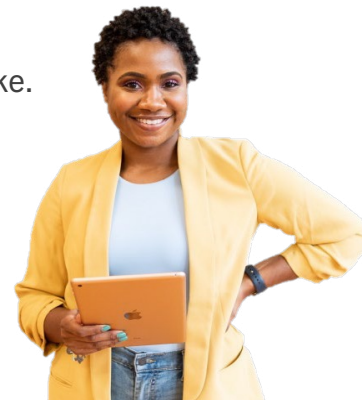
Experience **peace of mind** knowing those in your care are supported by **best-in-class, evidence-based care**.



## WE TAKE CARE OF GROWTH

Changing behavior is hard. We provide the programs, supportive staff, and AI tools to make it easy. Whether run by our growth specialists, or using AI to power your staff, together we ensure those you serve receive accountable change from intake to outtake.

- 1 Those in your care receive personalized care supported by trained staff
- 2 Departments gain increased results without burdening staff
- 3 Staff have AI tools for both efficiency and effectiveness
- 4 Counties have AI insights at level of individual and organization



## AI-ENABLED CHANGE

While others are exploring AI for efficiency, we also use AI for effectiveness — ensuring behavioral change is personal, measurable, and transformative. We reduce the burden on your staff; while powering them with actionable insights so they can be more impactful in their work.



**Clients grow in safe and secure groups**

We create private groups tailored to your caseload or unit, ensuring all data remains safe and secure. Groups can be organized by officer, by topic, or by age to meet your specific needs.



**Clients are seen and valued for change**

Using our anytime, anywhere platform, clients complete connected journeys with guidance from trained coaches. An AI-enabled, personalized growth plan ensures change is relevant and accountable.



**You receive full data transparency**

Your staff and organization have continuous access to the AI-coaching dashboard to create plans, track progress, and ensure every interaction advances meaningful and accountable change.



# GROWTH JOURNEYS

## Applied Certificates So Change Happens

Each Journey includes a personalized plan, coaching services, growth certificates, AI insights, and digital portfolios for relevant parties.

Our **8 Protective Factor Certificates** are aligned to the most common criminogenic needs and ensure responsive life skills are built. These certificates are available across all contexts of care with separate **journeys** for **youth, emerging adults, and adults**.

- Journeys include **Certificates** with Modules, with each **Module** using our patent-pending research cycle.
- Participants earn Certificates by completing a set number of Modules in one growth area, balancing agency with accountability.



## KEY CHANGE CERTIFICATES (and nested Modules)

### + PROSOCIAL SKILLS

#### 1 MAKING GOOD CHOICES

- ☐ Going Beyond Trauma
- ☐ Escaping Thinking Traps
- ☐ Overcoming Risk Factors
- ☐ Developing Impulse Control
- ☐ Building Resilience
- ☐ Smartly Problem Solving
- ☐ Knowing My Triggers
- ☐ Building a Positive Life

### ATTITUDES, VALUES & BELIEFS

#### 2 HAVING A POSITIVE ATTITUDE

- ☐ Recognizing My Inner Value
- ☐ Being My Best Self
- ☐ Letting Go of Negativity
- ☐ Finding Ways to be Positive
- ☐ Harnessing My Thoughts
- ☐ An Attitude of Gratitude
- ☐ Growing Compassion
- ☐ Finding My Purpose

### PEER AND SOCIAL SUPPORTS

#### 3 BUILDING STRONG RELATIONSHIPS

- ☐ Finding Positive Role Models
- ☐ Building Positive Friendships
- ☐ In Romantic Relationships
- ☐ Creating Boundaries
- ☐ Showing Empathy
- ☐ Listening Actively
- ☐ Communicating Effectively
- ☐ How I Affect Others

### HOUSE FAMILY & LIVING ARRANGEMENTS

#### 4 STRENGTHENING FAMILIES

- ☐ Recognizing My Family
- ☐ Improving Family Communication
- ☐ Clarifying Roles & Boundaries
- ☐ Making Positive Memories
- ☐ Doing My Part
- ☐ Coping with Family Struggles
- ☐ Putting Myself First
- ☐ About My Heritage

### PERSONAL PHYSICAL & MENTAL HEALTH

#### 5 PURSUING HEALTH AND WELLNESS

- ☐ Staying Active
- ☐ Caring for My Skin and Teeth
- ☐ Fueling My Body
- ☐ Healthy Sleep Habits
- ☐ Understanding Depression Reducing Stress & Anxiety
- ☐ Dealing with Loss
- ☐ Managing My Anger

### EDUCATION/EMPLOYMENT

#### 6 GROWING MY FUTURE

- ☐ Designing Your Future Self
- ☐ Owning My Strengths
- ☐ Landing a Job
- ☐ Positive Community Engage.
- ☐ Getting my GED
- ☐ Learning to Drive
- ☐ Preparing for College
- ☐ Assembling Achievements

### WARNING AVOIDING SUBSTANCE USE

#### 7 AVOIDING SUBSTANCE ABUSE

- ☐ Intro to Substance Abuse
- ☐ Understanding Substances
- ☐ Examining Substance Use
- ☐ Growing My Resistance
- ☐ Substances & Families
- ☐ Helping Others with Substance
- ☐ Building a Positive Lifestyle
- ☐ Creating a Plan Forward

### HAND TAKING RESPONSIBILITY

#### 8 OWNING MY PAST ACTIONS

- ☐ What Got Me Here
- ☐ Being Arrested as Growth Opportunity
- ☐ Knowing the Court Process
- ☐ Meeting With Your P.O.
- ☐ Actions Have Consequences
- ☐ Failing Forward
- ☐ Taking the Extra Step
- ☐ Investing in Myself



### More Youth Justice

- Gun Safety
- Career Readiness
- Substance Prevention
- Remanded Youth
- Teen Parenting

### Staff Development

- Evidence-Based Practices
- JSP Referee to Coach

JSP

### More Adult Justice

- Prison Re-Entry
- Financial Readiness
- Adulting 101
- Jail Shift
- Gun Safety

### Other Journeys

- Family Healing
- Build Your Own

Contact us at [sasha@lifelabstudios.org](mailto:sasha@lifelabstudios.org) or learn more at [journeydo.com](https://journeydo.com)

# AI COACHING TOOLS

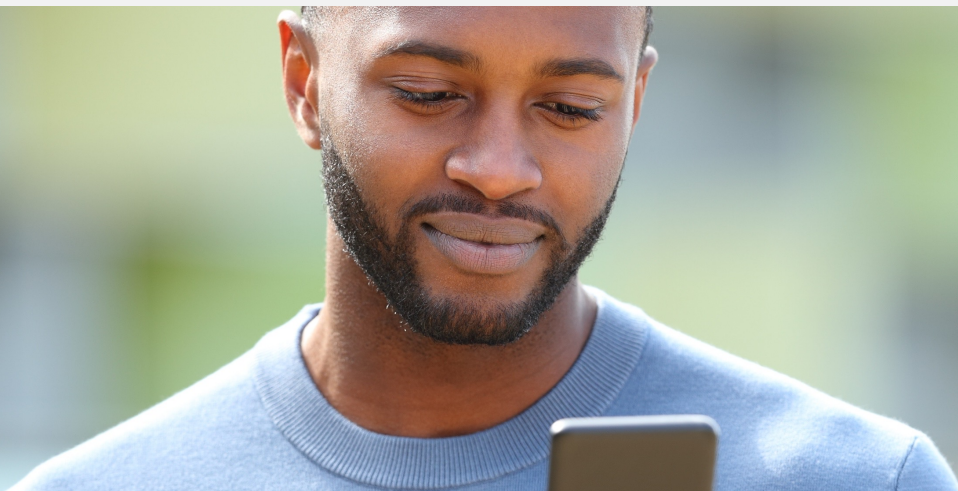
AI is transforming every industry — and now it's revolutionizing probation and corrections. Behavioral change is hard, but our **AI-powered coaching suite, paired with human connection and evidence-based frameworks**, make achieving behavioral change **faster, easier, and more effective than ever.**

- This is more than case management — **it's a new era of accountable care** where every interaction **drives measurable progress** and **lasting change**.
- With our **AI suite**, justice professionals not only **save hours of administrative work**, but are able to **deliver personalized, high-quality** case planning, notetaking, and insight generation. Our AI integration keeps **human connection at the core**, and ensures change happens.

## Next Generation Case Management Tools

Built for today's supervision realities, these tools **turn paperwork into progress — inspiring transformation, strengthening relationships, and accelerating growth.**

From intake to outtake, this system **ensures alignment with supervision goals, supports accountability and deepens impact.**



### 1 AI Case Planner

- ✓ Auto-generates growth plans from interviews or transcripts
- ✓ Aligns with agency frameworks and transition goals
- ✓ Fully editable with version history and e-signature export
- ✓ Auto-converts plans into transition portfolios

### 2 AI Note Taker

- ✓ Transforms any client session into structured case notes
- ✓ Reinforces supervision objectives with linked guidance
- ✓ Offers coaching prompts, reflections, and activity suggestions
- ✓ Suggests staff development needs based on client trends

### 3 AI Insight Maker

- ✓ Summarizes strengths, needs, risks, and areas of focus
- ✓ Aligns progress to case plan goals and suggests next steps
- ✓ Provides just-in-time staff development based on client needs
- ✓ Generates reports at the level of individual or across the county

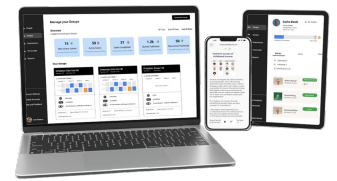
Combining the speed, insight and personalization of AI with a human-centered growth platform, we power your staff to transform documentation into insight, and insight into action — moving supervision beyond compliance to true life transformation. Every contact, every note, every plan becomes a deliberate step toward positive behavioral change.

# HOW IT WORKS



## Research-Based Framework

Our **Journey Arc™**, based on behavioral-change research, combines evidence-based practices, advanced AI, and a next-generation growth app to ensure individuals feel **seen, valued, and supported** on their growth journey.



### EACH JOURNEY INCLUDES:



#### 01 INTAKE MEETING

1:1 Meeting to build rapport, identify needs, set goals, and onboard user.

#### 02 GROWTH PLAN

Customized roadmap with a targeted and responsive plan that is shareable.

#### 03 CERTIFICATE ONE

First major achievement recognized when individual completes desired number of Modules in an area.

#### 04 CERTIFICATE TWO

If multiple certificates expected, each has a significant milestone based on completing expected Modules.

#### 05 TRANSITION PLAN

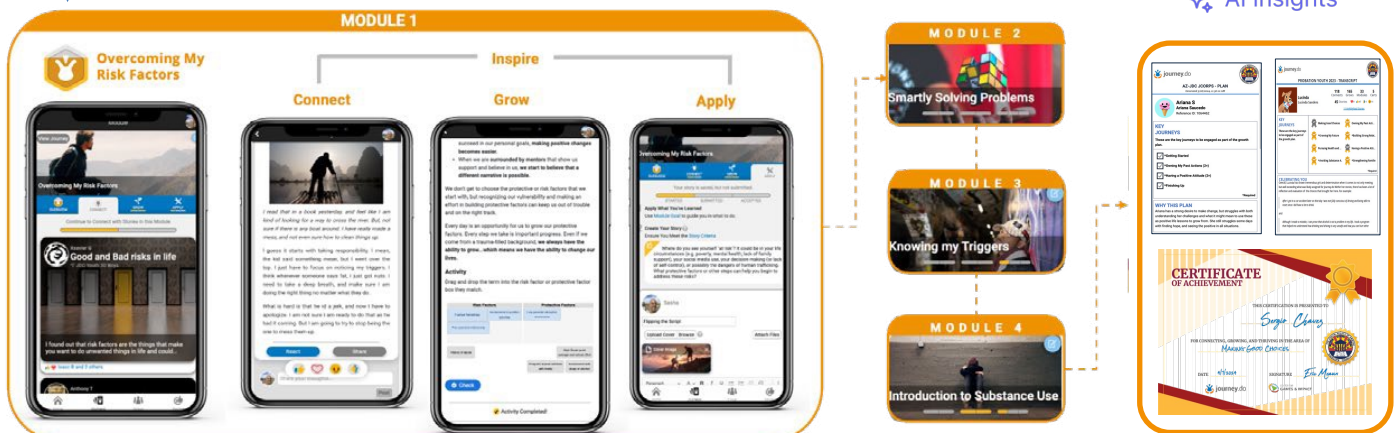
Summary of achievements, challenges, and next-steps transition plan.

#### 06 OUTTAKE MEETING

Final session to affirm success, discuss challenges, and transition.

## Framework in Practice

- Setup by Our Team w/ your Oversight**
  - Onboarding meeting to create a personalized growth plan, and to support them in using the platform.
  - Officer receives insights, signs plan, which is then shared with justice-involved individual and relevant parties.
- Starting the Journey**
  - Each journey contains modules that consist of four steps based on our connected growth cycle—connect, grow, apply, inspire—with your staff having up-to-the minute progress updates.



- Progress and Feedback**
  - Each Certificate includes Modules, with each Module creating an opportunity to receive trauma- informed, strength-based and accountable feedback on each application story.
  - Your staff can track progress, grab AI insights, support transformation, and reinforce change.
- Certification and Review**
  - Upon completion, members can download printable certificates along with a Growth Portfolio and Transition Plan.
  - Your staff has accountability and insights at every step.



# WHY IT WORKS



## The Core Interaction

The Journey Arc™ is delivered through a research-based learner platform and AI-enhanced coaching dashboard to ensure learners receive high-quality, personalized care.

### LEARNER RECEIVES PERSONALIZED CARE

- Develops Authentic Motive
- Shares Life Integration Stories

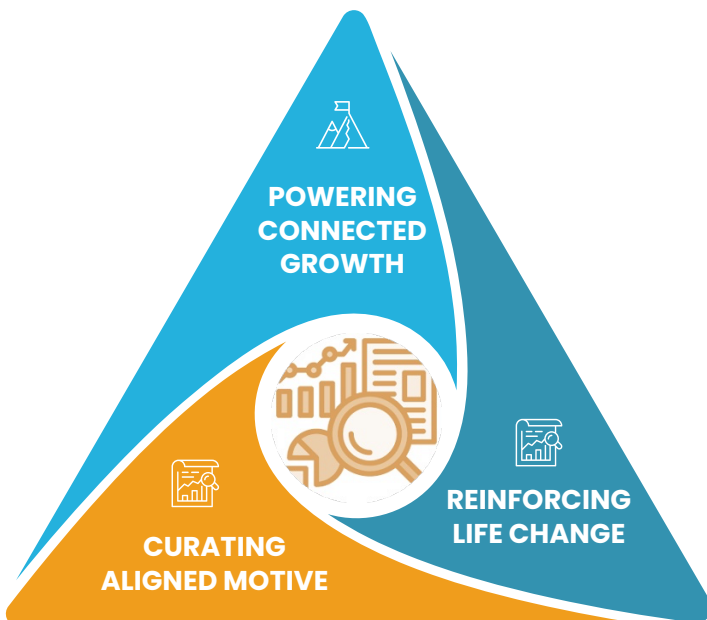


### ORGS RECEIVE INSIGHTS AND ACCOUNTABILITY

- Provides Data Accountability
- Offers AI Insights at the level of individual, group, and county

## The Core Interaction

Our core interaction is based on a series of **evidence-based practices** designed to ensure positive change happens. Powered by enabling technologies, each person receives **high-quality, personalized care** from **human coaches powered by AI**, receiving a personalized journey that is personal, impactful, and scalable.



### I. CURATING ALIGNED MOTIVE

- a. Building a Coaching Connection (Grant, 2003)
- b. Assessing Current Potential (Moen & Federici, 2012)
- c. Creating a Plan for Success (Locke & Latham, 2002)
- d. Establishing Authentic Motive (Deci & Ryan, 2008)

### II. POWERING CONNECTED GROWTH

- a. Pursuing Meaningful Goals (Sheldon & Elliot, 1999)
- b. Connecting to Peer Stories (Miller & Rollnick, 2012)
- c. Using Quality Content (Ward, 2009)
- d. Authoring Life Stories (McAdams, 2001)
- e. Engaging Strength-Based Feedback (Spreitzer & Porath, 2012)
- f. Building Social Reputation (Christakis & Fowler, 2013)
- g. Leveraging AI Insights (Gilkson & Woolley, 2020; Dede, 2021)

### III. REINFORCING LIFE CHANGE

- a. Validating Growth Milestones (Locke & Latham, 2002)
- b. Reviewing Ongoing Struggles (Prochaska, DiClemente et al. 1992)
- c. Planning for Life Success (Schwartz et al., 2002)

# PROGRAM INTEGRATION

## ANYTIME, ANYWHERE PERSONALIZED CARE

We build a customized platform instance with private groups tailored to your needs, managed by your staff or ours. Groups can be organized by officer, unit, or topic for seamless support from start to finish. Members are then assigned to groups where they experience anytime, anywhere, personalized care from intake to outcome.



You decide group structure, and which programs are relevant to these groups.



Individuals are assigned to groups and supported from intake to outcome with personalized care.



You have oversight, transparency, and AI insights through our champion dashboard.

## HOW WE INTEGRATE

1

**White-Label Platform Setup.** We start you with a customized, county-specific instance of the platform branded for your organization, with private groups based on your organizational structures. Programs can be assigned to specific groups or individuals, ensuring tailored and secure access.

2

**Each Person Assigned to Our Care Receives:**

a

**Individual Registration and Intake.** Participants are registered within designated groups and gain access to relevant programs. Most begin with an intake meeting, led by our staff or yours, to create a personalized plan.

b

**Anytime, Anywhere Platform Support.** Participants use the platform to complete targeted modules, connecting with peer stories, leveling up their skills, and receiving strength-based feedback. Using our AI-enhanced coaching dashboard, you can monitor progress, provide support, and access real-time insights.

c

**Completion and Transition Planning.** Participants earn downloadable certificates for milestones achieved. An AI-enhanced, shareable transition plan highlights accomplishments and outlines next steps to ensure success.

3

**Ongoing Staff Access and Reporting.** Your staff and organization have continuous access to the coaching dashboard to track progress, provide support, and generate reports at the individual, group, or organizational level.

Your staff have access to a comprehensive dashboard that offers AI-driven insights, tracks progress in real-time and provides data transparency to your staff across all 3 journeys.

## ABOUT US

**Lifelab Studios** is a spin-out of Arizona State University and is led by a team of learning scientists, platform engineers, growth specialists, and successful entrepreneurs.

### We Believe that

Personal growth is critical for life success and fulfillment, and that everyone has the potential to do amazing things.

### We are committed to

Providing clients the best social growth platform in the world, supported in a manner to ensure personal growth.

### We are deeply passionate

About powering personal growth through small group journeys where members are seen, valued, and validated for their efforts.



LEARN MORE



**Lifelab**  
STUDIOS

A personal growth and wellness company.

Makers of



**journey.do**