



# ANYTIME, ANYWHERE, NEXT-GEN APPROACH TO GUN SAFETY



## JOURNEY.DO

A NEW ERA IN ENSURING POSITIVE CHANGE

## WE COME ALONGSIDE TO ENSURE CHANGE HAPPENS

Journey.Do is a full-service protective factor growth program, with advanced AI intelligence, real time data, any-time- anywhere access, guided by trauma-informed coaches from intake to outtake so those you serve can make lasting positive change.

- EVIDENCE-BASED THERAPEUTIC FRAMEWORK
- COME ALONGSIDE GROWTH SPECIALISTS
- ANYTIME, ANYWHERE GROWTH PLATFORM
- AI-POWERED INSIGHTS FOR STAFF AND ORGANIZATION



Transform Consequences into Real-world, Positive Change

**75,000+**

User Accounts

**250,000+**

Story Connections

**75,000+**

Stories Published

**250,000+**

Lessons Completed

**55,000+**

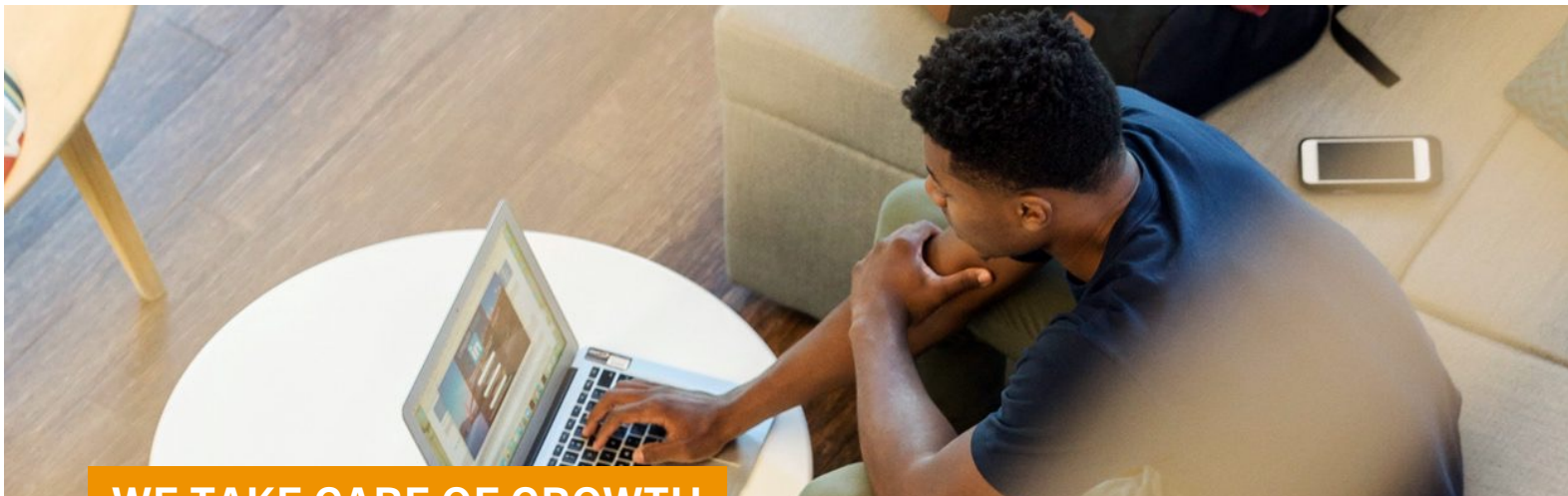
Microcerts Earned

# WE POWER CHANGE



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

Many solutions focus on one approach—therapy, small groups, academic 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 your community is supported by **best-in-class, evidence-based care**.



## WE TAKE CARE OF GROWTH

The Gun Safety Program ensures youth understand the lasting impact of carrying a firearm, empowering them with skills, confidence, and a vision for a future free from the risks that guns can impose on themselves and others.

- 1 Youth receive personalized care supported by trained staff
- 2 Departments gain increased results without burdening staff
- 3 Counties have AI insights at level of individual and organization



## ANYTIME ANYWHERE PLATFORM

We run the programs from intake to outtake ensuring high quality, consistent care. We reduce the burden on your staff; while powering them with actionable insights so they can be more impactful in their work.



### People 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 or by topic, such as substance use, to meet your specific needs.



### People pursue growth journeys

Most programs begin with an intake meeting to create a personalized growth plan. Using our research-based growth platform, participants complete journeys with guidance from trained coaches.



### You receive full data transparency

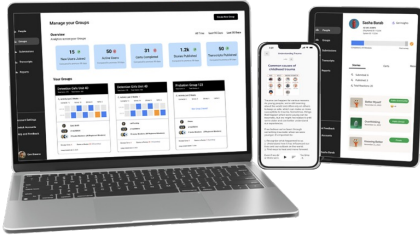
Your staff and organization have continuous access to the coaching dashboard to track progress, provide support, and generate AI-enhanced reports at the individual, group, or organizational level.



# THE JOURNEY PROGRAM

## PROGRAM ELEMENTS

### Anytime, Anywhere Growth Platform



#### App for Learner

- Available Anytime, Anywhere
- Patent-Pending Growth Framework

### Come Alongside Coaching Service



#### Trained Growth Specialists(GS)

- Personalized Growth Management
- Ensures Strength-Based Feedback

### Artificial Intelligence (AI) Insights



#### AI Insights for Individuals

- Ensure Individual/Group Accountability
- Empower Human Connections

#### App for Coaches

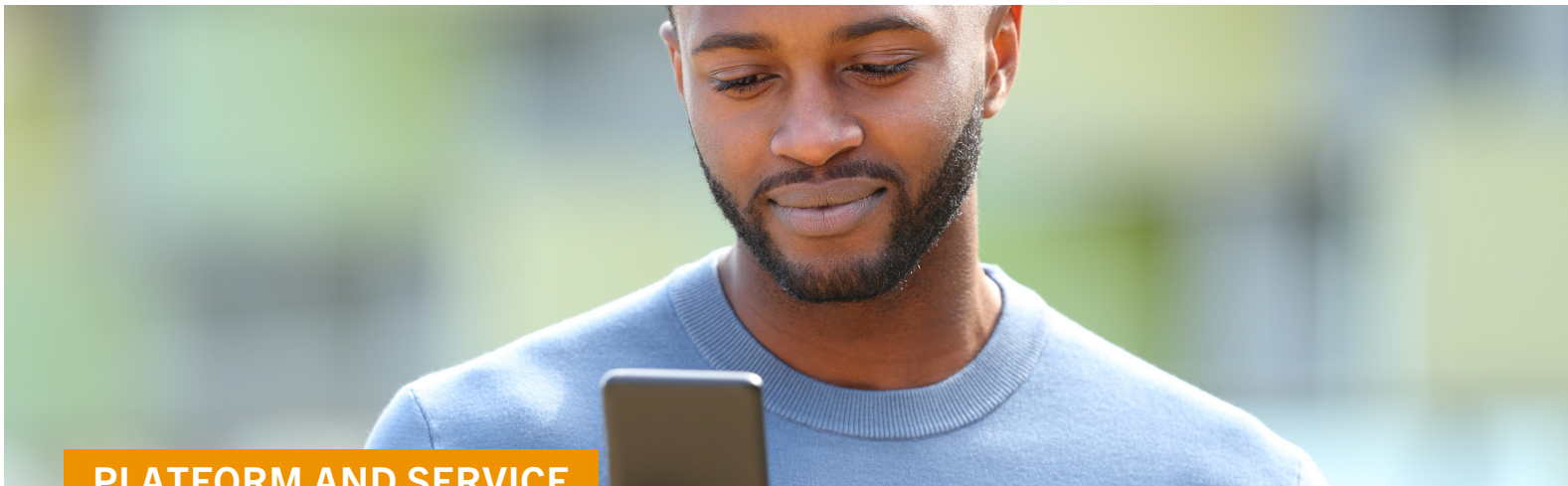
- Manage Individual/Group Progress
- Oversight of Learners Transformation

#### No Extra Burden on Staff

- Managed from Intake to Outtake
- Staff Choose Level of Engagement

#### AI Oversight for Leaders

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



## PLATFORM AND SERVICE

A tech-enabled platform and service that is pioneering a new era of change, tailored to address specific criminogenic needs and ensure change happens.

- Enjoy a high-quality program with personalized, anytime-anywhere access, supported by trained growth coaches using evidence-based practices.
- Growth is guided by strength-based feedback and personalized care, powered by trained coaches and AI integration from intake to outtake.
- Your staff can access the coaching dashboard anytime to track progress, provide support, and generate reports at individual, group, or organizational levels.



# GROWTH JOURNEYS



## Applied Journeys So Change Happens

At the core of any journey are growth Modules, researched to ensure that learners develop the inspiration, skills, and feedback on the core areas of growth to be successful in the journey focus area. Journeys include:

- Each Journey includes a personalized plan, coaching services, AI insights, and digital portfolios for relevant parties.
- Journeys include **Certificates** with Modules, with each **Module** using our patent-pending research cycle (Connect, Grow, Apply, Inspire)
- Participants earn Certificates by completing a set number of Modules in one growth area, balancing agency with accountability.



## GUN SAFETY CERTIFICATES

1

### Gun Safety: Why It Matters

- Why Gun Safety
- Impact of Choices
- Gun Safety 101

2

### Gun Safety: Making Good Choices

- Keeping a Cool Head
- Choosing Healthy Friendships
- Doing Positive and Safe Activities

3

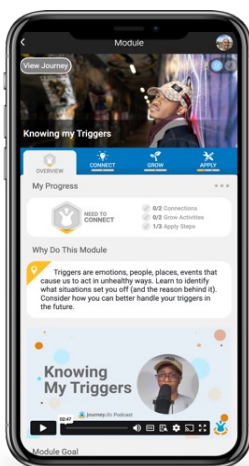
### Gun Safety: Life Beyond Guns

- Talking with Others
- Life Beyond Guns
- Reinforcing My Gun Safety Story

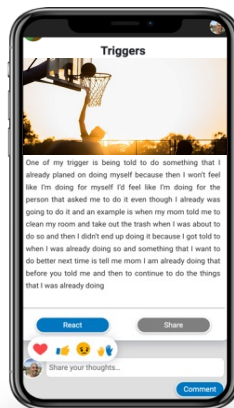
Connected Growth Cycle

## Module 1

### Knowing My Triggers

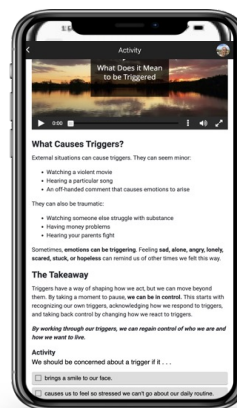


### Connect

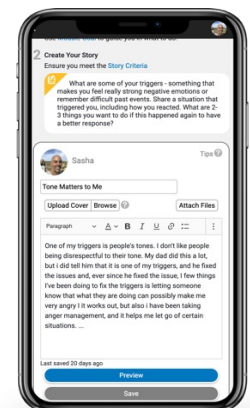


### Inspire

### Grow



### Apply



Module

2

Module

3



# GETTING STARTED

## ANYTIME, ANYWHERE PERSONALIZED CARE

We build a customized platform 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 outtake.



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



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



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

## BEHAVIORAL CHANGE FRAMEWORK

Grounded in our behavioral change framework, every person receives the same **quality of care** from intake to outtake. Growth is supported by trained coaches providing strength-based feedback and personalized care, using evidence-based practices enhanced by AI, to ensure quality and consistency of care.



### EACH JOURNEY INCLUDES:

- |   |   |  |
|---|---|--|
| <b>01 INTAKE MEETING</b><br>1:1 Meeting to build rapport, identify needs, set goals, and onboard user.                          | → | <b>02 GROWTH PLAN</b><br>Customized roadmap with a targeted and responsive plan that is shareable.                                     |
| <b>03 CERTIFICATE ONE</b><br>First major achievement recognized when individual completes desired number of Modules in an area. |   | <b>04 CERTIFICATE TWO</b><br>If multiple certificates expected, each has a significant milestone based on completing expected Modules. |
| <b>05 TRANSITION PLAN</b><br>Summary of achievements, challenges, and next-steps transition plan.                               | → | <b>06 OUTTAKE MEETING</b><br>Final session to affirm success, discuss challenges, and transition.                                      |

## 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, levelling 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.



# 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.

Our program solutions bring together what we know about human learning, relationships, and innovation.

## **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.

**Schedule a Demo**

Contact: [matthew@lifelabstudios.org](mailto:matthew@lifelabstudios.org)



A personal growth and wellness company.

Makers of



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