

CASE STUDY A New Era in Positive Change

August 30, 2024









MARICOPA COUNTY



In 2023-24, Journey.Do partnered with the Maricopa County's Juvenile Probation department to roll out an Al-powered platform that addresses the key needs of justice-involved youth.

The program was designed to ensure that youth **criminogenic needs** are met and that **responsive life skills are grown**.

This case study highlights how Journey.Do was integrated into Maricopa County, including the implementation process, challenges faced, outcomes achieved, and the transformative impact on the lives of youth in detention, probation, and on diversion. 4th

Largest County

270 Probation Officers

7,500

Youth Served Annually

15

Specialized Programs



Our Approach

As more officers recognized the value of Journey.Do, the platform became integrated into Maricopa County Probation's daily operations. Our role expanded from offering technology to managing the entire program from intake to outtake. Journey.Do's growth plans are now the primary case plans for youth, with their digital sophistication, ease of sharing, and Al-driven consistency making them invaluable tools for probation officers.



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1. CURATING ALIGNED MOTIVE

- Build a Coaching Connection (Grant, 2003)
- Assess Current Potential (Moen & Federici, 2012)
- Create a Plan for Success (Locke & Latham, 2002)
- Establish Authentic Motive (Deci & Ryan, 2008)

2. Powering Connected Growth

- Provide Meaningful Goals (Sheldon & Elliot, 1999)
- Curate Peer Inspiration (Miller & Rollnick, 2012)
- Use Quality Content (Ward, 2009)
- Encourage Life Integration (McAdams, 2001)
- Provide Strength-Based Feedback (Spreitzer & Porath, 2012)
- Reinforce Social Reputation (Christakis & Fowler, 2013)
- Leverage AI Insights (Gilkson & Woolley, 2020; Dede, 2021)

3. Reinforcing Life Change

- Validate Growth Milestones (Locke & Latham, 2002)
- Review Struggles (Prochaska, DiClemente et al. 1992)
- Plan for Life Success (Schwartz et al., 2002)



SERVICES USED

Many of the technological features, the certificates and nested activities, and the come alongside features were built in partnership with Maricopa County as needs emerged. For example, an officer managed 2FA was built to ensure safe and secure implementation in detention, Al-insights were released when they demonstrated value, and a texting service was deployed to connect with youth on probation.



Anytime Anywhere Growth Platform

Journey.do is a next generation social growth app, built from the ground up to bring about life change in partnership to emerging county needs. Research-based, it uses the power of personal narrative, positive reputation, and applied content to power life change.



Criminogenic Need Certificates

The 8 Protective Factor Certificates are aligned to the most common assessed criminogenic needs. They were built in active partnership with justice-involved individuals and officers to overcome common risk factors. Each Certificate uses our research-based growth cycle and engages youth in 40+ small learning interactions with feedback at critical moments. Specialty court certificates are also available.



Come Alongside Growth Services

We power your community or provide growth as a service, with trained growth champions ready to support member success. All champions are skilled in providing support that is strengthbased to ensure members are integrating key lessons into their life.



AI Powered Insights

Al was used to enhance organizational efficiency with real-time data analytics, actionable insights, and personalized feedback. Al-generated insights allows for increased relevance and personalization, more effective feedback, as well as the identification of patterns and opportunities for deeper organizational impact. Al-enhanced growth plans and transition portfolios were also used, allowing for hyper-personalized care.

Timeline

The successful integration of Journey.Do into Maricopa County's Probation Department began with a strong focus on effective onboarding and the power of our comprehensive dashboard. From the outset, we worked closely with officers, programming staff, and youth to continually optimize the platform and service.

This collaborative approach ensured that officers were not only introduced to the system but also fully supported in their journey to integrate it into their daily practices. Today, we have served over 3,000 youth who have completed over 20,00 growth activities, published more than 20,000 stories, and earned over 500 Protective Factor Certificates.

Starting in Detention

January 2023 Journey.Do began its integration into Maricopa County's Juvenile Justice system by aligning its Modules with the criminogenic needs of youth in secure care, leading to the creation of key Protective Factor Certificates. By mid-2023, the platform was fully deployed in detention, growing from 20 to over 1,000 youth by year's end. By 2024, we supported over 1700 youth who published over 15,000 stories and earned over 3000 certificates.

October 2023

August

2024

To Probation & Diversion

After success in detention, Journey.Do expanded into the Probation and Diversion programs in early 2024, starting with a few officers and their caseloads. As the platform's benefits became clear, usage grew rapidly, reaching 210 youth per month by August 2024, with over 12,000 stories published and new specialty court areas added, including substance prevention and gun safety.



CORE INTERACTION



Learner Platform

Whether in detention or on probation, youth could securely log in using safe, monitored devices, ensuring a consistent and controlled environment. For those in detention, the platform was accessible during school hours, free time, or designated skills development periods, while probationary youth could engage with their growth plans from any location at anytime. The platform provided hyper-personalized feedback without the need for transportation or in-person meetings and did so regardless of which criminogenic needs each youth had.

Coaching Platform

The coaching and management dashboard was essential for tracking each youth's progress in real time, allowing probation officers to monitor Module completion and provide personalized feedback. Officers could login and support our coaches, holding youth accountable, grabbing Al insights about the youth struggle, and validating their achievements. The shared views let us, the officer, and the county programming staff to manage growth. Supervisors have quick visibility across their officers, or can jump into a particular case to discuss with the officer.

Al Insights

Journey.Do's platform wasn't just about tracking progress—it was about deepening the connection between probation officers and the youth in their care. By providing officers with Al enhanced insights into each youth's challenges and achievements, the dashboard allowed them to tailor their interactions and support strategies in real-time. This data-driven approach ensured that officers could address specific issues as they arose, offering targeted advice and interventions directly relevant to the youth's current situation.

MMM PEER & SOCIAL SUPPORT

Building Strong Relationships

Showing empathy, creating boundaries, positive friendships, effective communication

- Encourage them to engage in open conversations about their daily experiences and challenges.
- Help them to think through friend groups and those that are most supportive of the positive future they are working to achieve.

SUBSTANCE AVOIDANCE

Avoiding Substance Use

About substances, examining my use, growing protective factors, sober lifestyle

- Encourage them to openly talk about pressures they face, explore healthy coping strategies, identify positive role models around them.
- Remind them that the short-term solution of substances likely leads to long term problems.

ATTITUDES, VALUES & BELIEFS

Being My Best Self

Being my best self, beyond negativity, embracing gratitude, positive thoughts

- Help them to build positive self-identity by focusing on strengths, talents, and a positive mindset.
- It is helpful if you can model these in your life, focusing on gratitude, and reinforcing positivity as they strives to make positive change.



Strengthening Families

Improving communication, clarifying rules and boundaries, doing family activities

- To encourage stronger family relationships, make time for regular family activities and conversations where everyone is heard.
- Plan enjoyable time for bonding and shared experiences and reinforce sense of togetherness and family.

How I Feel About Addiction (Past/Present) by Leon S.

Before I had this sober mentality my thoughts on addiction went like this.

"I can just smoke weed and nothing else"

"A whole bottle is normal.....right?"

"I'll just sell it I won't smoke it"

"One hit can't hurt"

But when it came down to my using habits I was using everyday, all hours of the day. I noticed my habits weren't becoming recreational. They were becoming habitual. And with the habits becoming habitual, my will to finish probation successfully went down the drain.

But now is different.

To anyone who knows me personally, they've heard that a million times and counting. But now I know I can't just smoke weed, because it's all or nothing for me. A whole bottle of alcohol in one sitting is not normal. I can't just sell it because being near it and smelling it is just a trigger in itself. And lastly one hit CAN hurt.

I want to change.

For me.

I want to live a happy and successful life without having to worry about how I'm going to get my next fix.

Showing Empathy

Accepted in JDC-Youth Doys on Sep 13, 2022

Showing empathy is some times a good thing but also a bad thing like with me i show too much empathy and i put others before i put myself. So a time i showed empathy to some one and it worked out for both of us was here in detention i see a bunch of kids trying to punk or be little kids they know they have and advantage on instead of doing it to a kid then size or bigger where they will know it will be fair. So when i see this i stick up for them because it is the right thing to do even though i know it could put me in a bad situation I'd rather deal with it then someone I know doesn't have a chance. It is not always the right way to handle things but i feel i need to because i know what it is to be belittled and talked down on and it's not right no matter the person or what was done.

Beyond my Trigger

Accepted in Group on Mar 31, 2022

Some of the other guys here can push boundaries and get on my nerves, but I think we're all just learning, so I've started to learn to forgive em. Like for example, one guy didn't give an F if I was showering, he'd come use the bathroom anyway. That's so nasty to me, cuz like I don't wanna hear that you know?? I had to talk to him about it and he didn't understand and thought I was just being a "girl" about it, so I talked to one of the staff members and we all sat down together and talked about it. It was super awkward and I was scared this kid was gonna hate me, but it actually was okay. He grew up in a family of 10 with one bathroom, so this was super normal to him and we just had to explain that it's not normal to some other people and when you don't grow up doing that, it can be awkward

PROSOCIAL SKILLS

Making Good Choices

Thinking traps, beyond trauma, impulse control, build resilience, knowing triggers, problem solving

- Encourage the person to engage in open conversations about their daily experiences and challenges.
- Ask them about situations where they handled things well and share stories of your own experiences to build trust and life insights.

PHYSICAL & MENTAL HEALTH

Pursing Health & Wellness

Staving active, eating well, sleep habits, stress management, power of thoughts, caring for myself

- Help them think through ways to integrate physical health, a balanced diet, exercise, and enough sleep into their life.
- For mental well-being, notice stress levels, practice open communication, offer emotional support, and seek professional help if needed.

"You get to tell your stories in multiple different ways and it helped me release things that I've held onto for so long and that's like taking weight off my shoulders."

"You could go on be open and honest about your past and not be judged. But also learn how to learn from those mistakes and do better next time."



Failing forward, owning my consequences, making the shift, engaging my communities

- Encourage them to reflect on their actions, learn from mistakes, and highlight that taking responsibility is a step towards a better future.
- We all face challenges; it's how we bounce back and keep growing that matters.

EDUCATION / EMPLOYMENT

Growing My Future

Connecting to purpose, building my resume, learning to drive, getting my GED, college prep

- Encourage them to explore their interests, set goals, and grow skills that can enhance their employment.
- Ask them about goals and interests. Support them to develop skills and take steps to pursue educational or vocational opportunities.

"I have matured and been given many opportunities to succeed in life. It's been a struggle but I now know my goals and values in life and I am determined to further them."

"Sometimes when people are being told by an authority, it kind of feels like they have to do it. But when you're being told a story by someone around your age, you see that you're not really alone."



CONSEQUENCES

After I got into a fight with my father, it really affected my whole life. My mom misses me and my dad is mad at me and mad at himself. My little sister and little at me and mad at himself. My little sister and little brother miss having an older sibling at the house. My school life is messed up. I am missing my whole first year of high school. I got kicked out of the team for soccer and my friends didn't even know that I had been arrested. In Durango, I feel that I can take responsibility by just taking responsibility for my actions and saying that I know that I have messed up. I can make things right by turing to make amonds with my dad right by trying to make amends with my dad.

JDC Youth Group on Apr 26, 2022

Goal Getter by Jamie R.

When I first came to Durango it was difficult for me to find the courage to set goals for myself. I didnt have any hopes or dreams I was lost and so after sitting in Durango for a couple weeks I started to little by little set small goals for myself.

The small goals led me to start setting bigger goals. My goals went from getting a blue shirt and participating to getting my polo and my GED. Currently i have passed 3 GED test and I'm waiting to take the last 2 test and I just got my polo shirt today.

So I'm staying on the right track to reaching my goals and I'm trying to stay focused on my long term goal which is my success. At first the small goals made me feel a little bit better about my situation, but as I set and accomplished my bigger goals they made me feel GREAT I felt like I accomplished something with my life.

I felt strong willing and undefeatable. So even small accomplishments can lead to

Thanks for reading...

Running Away By Julia

All my life while being in the system I've been running away. I was always thinking negative about every placement I was getting sent to or in. Because of those thoughts, I felt some type of way ... [and] feeling that way it lead me to run away from those placements. I didn't realize it was effecting me by being a flight risk. It got to the point where people didn't trust me and I always had label for being high risk or a runner. I tended to think that my family would forget me and I wouldn't be important to them anymore. I thought that I needed to get drugs because I was always stressed and my trauma was too much for me. My thoughts would lead me to believe that it was the only thing that could help me get through this. ... Im pretty sure that if I didn't listen to my mind and thoughts I would have been in way more succesful situations and I wouldn't have lost many people who tried to help me along the way.

I wished that I would've looked at the bigger picture first and then took action. I wish I would picture first and then took action. I wish I would known that my thoughts were trapping me then I would've realized that I wasn't just effecting myself but I was effecting my loved ones as well (by being awol). I never gave placements a chance or I didn't really see how it really was first. I feel if I should've thought maybe just give this placement a chance and see were it leads me. Now I know that I'm really not running away from these places, I've been running away from myself I see now that I haven't gave myself a myself. ... I see now that I haven't gave mys chance or an opportunity to change my bad habits, but before I start having impulsive thinking about trying to run away I'm going to reach out for help before I make a mistake. Start giving people and placements chances before assuming it not for me or it won't help me.

POLOGY



Al County Reports

We provided Maricopa County with Al-generated reports on tens of thousands of youth stories, offering deep insights that can be used to enhance their programming. By analyzing individual and collective stories, we identified key struggles in mental health, substance use, and teen violence, leading to more effective connections between youth and county resources. This collaboration with Maricopa Public Health and the Probation Department also contributed to the enhancement of a Gun Safety program as part of a specialty court.

Probation/Diversion

Common forms of violence:

Physical altercations (37%), domestic abuse (28%), and gun-related incidents (18%)

Key contributing factors:

Emotional regulation difficulties (33%), negative peer influence (26%), and past trauma (20%)

• Prevention strategies/factors:

Emotional management techniques (30%), supportive relationships (24%), and goaloriented focus (18%)

• Policy recommendations:

Expanded mental health resources, community-based interventions, and educational reforms

Detention

Common forms of violence:

Physical altercations (37%), domestic abuse (28%), and gun-related incidents (18%)

Key contributing factors:

Emotional regulation difficulties (33%), negative peer influence (26%), and past trauma (20%)

Prevention strategies/factors:

Emotional management techniques (30%), supportive relationships (24%), and goaloriented focus (18%)

Policy recommendations:

Expanded mental health resources, community-based interventions, and educational reforms

Mental Health and Detained Youth: Insights from Personal Narratives

Developed by Lifelab Studios using Claude AI w/ Support from Maricopa Public Health Curated by Sasha Barab and Walter Kalata - contact sasha@ifelabstudios.org

Executive Summary

This report draws from 4,577 personal narratives from justice-involved youth, offering critical insights into the mental health challenges these youth experience. These 4,577 stories (31%) were selected by having Al identify those with reference to mental health struggles from a larger sample of 14,384 stories focused on key protective factors submitted by detained justice-involved youth.

Key findings include

- Prevalent Mental Health Issues: Trauma and Adverse Childhood Experiences (70% of stories), Depression (64%), anxiety (58%), substance abuse (47%), and
- anger management issues (42%) are the most common challenges. Contributing Factors: Family instability (69%), exposure to violence (55%), lack of positive role models (45%), and socioeconomics tress (42%) are frequently cited. Coping Strategies: Artistic expression (53%), peer support (49%), physical activity
- (38%), and mindfulness practices (32%) emerge as popular coping mechanisms.
 Violence and Mental Health. 45% of youth explicitly linked their mental health struggles to experiences of violence, either as victims or perpetrators.
 Policy Implications: Recommendations focus on early intervention,

- trauma-informed care, improved access to mental health services, violence revention programs, and holistic support systems

These narratives highlight the complex interplay between mental health, environmental factors, and involvement in the justice system. As one youth poignantly stated, "I'm not just a statistic, I'm a person with dreams and fears." This sentiment underscores the importance of personalized, compassionate approaches to supporting justice-involved youth. These stories reveal a range of coping mechanisms, from maladaptive behaviors to more positive strategies like creative expression and goal-setting. They also highlight an urgent need for comprehensive, trauma-informed merital health support within juvenile justice settings.

This analysis demonstrates the power of youth storytelling to inform policy and practice. By listening to these voices, we can develop more effective, compassionate

Substance Abuse and Detained Youth: Voices of Experience and Hope

Developed by Lifelab Studios using Claude Al w/ Support from Maricopa Public Health Curated by Sasha Barab and Waiter Kalata - contact sasha@ilfelabstudios.org

Executive Summary

This report draws from 2,437 personal stories from justice-involved youth, offering critical insights into the complex world of teen substance abuse. These 2,437 stories (17%) were selected by having Al identify those with reference to substance and drug use from a larger sample of 14,384 stories focused on key protective factors submitted by detained justice-involved youth. These stories, submitted as part of a rehabilitative program, provide a unique perspective on the patterns, causes, and potential solutions to this pervasive issue.

Key findings include

- Prevalent Substances: Cannabis (65% of stories), alcohol (52%), opioids (41%), and stimulants (33%) were most frequently mentioned
- Major Contributors: Trauma (79%), peer pressure (61%), family dysfunction (55%), and mental health issues (49%) emerged as primary factors.
 Protective Elements: Family support (59%), positive activities (54%), and
- improved coping mechanisms (47%) were cited as crucial in avoiding substance
- Policy Directions: Recommendations focus on trauma-informed care, enhanced mental health services, family-centered interventions, and educational reforms.

These stories highlight the power of personal narratives in shaping effective strategies to address youth substance abuse. As one youth poignantly expressed, "I'm not just a to access your substance access to the your population operations of the section of the section

Background and Methodology

According to the National Institute on Drug Abuse, in 2020, about 5.8% of 8th graders, 17.3% of 10th graders, and 24,1% of 12th graders reported using illicit drugs in the past

Teen Violence and Detained Youth: Voices of Experience and Hope

veloped by Lifelab Studios using Claude AI w/ Support from Maricopa Public Health Curated by Sasha Barab and Walter Kalata - contact sasha@ifelabstudios.org

Executive Summary

This report analyzes 1,262 stories from justice-involved youth in Maricopa County, offering crucial insights into teen violence, its root causes, and potential solutions. These 1,262 stories (9%) were selected from a larger sample of 13,854 stories focused on key protective factors submitted by detained justice-involved youth. These stories were submitted as part of a positive change program, Journey.do, in which youth submitted stories addressing criminogenic needs and received supportive feedback from trained staff.

These stories were identified for further analysis because they reference some sort of violence. Using Claude AI to identify patterns and make recommendations from these stories, the following key findings are reported, including relevant snippets to provide context where appropriate

- Common Forms of Teen Violence manifests in various forms, including physical fights (mentioned in 62% of stories), gun-related incidents (41%), and domestic abuse (37%).
- Key Contributors to Teen Violence: childhood trauma (78%), substance abuse (65%), negative peer influence (59%), and lack of positive role models (52%).

Protective Factors and Avoidance Strategies: supportive relationships (68%), engaging activities (55%), and coping skills (47%) help youth avoid violent behavio

Policy Recommendations focus on trauma-informed care, mental health support, community-based interventions, and educational reforms

These narratives underscore the power of youth storytelling in shaping effectiv strategies to combat teen violence and support at-risk youth. As one youth poignantly stated, "Life gets hard, so take one step at a time." This sentiment echoes throughout the stories, highlighting resilience and potential for change among these young people

Specialty Court

Over the past year, we partnered with judges and the chief to address additional growth needs, including gun safety. Judges now directly assign our Project S.A.F.E. journey to any youth caught carrying a gun without a victim involved.

7/9/2024 3:57 PM



Rethinking

The moments and choices that brought me on this journey were hanging around the wrong people and having the possession of a gun. What led me to possess this gun was, for my safety, people have hatred towards me. This experience and my arrest shaped my outlook on my future by making me rethink my choices. What I can do now to improve the outlook for my future is to rethink my choices and hang around the right people. I hope to learn to take accountability for my actions and to rethink my choices in the future because, my consequences can change my life from one day to another, which affects my future.

Transition Plan



I also see growth in your ability to make positive decisions now, like consciously choosing friends who are a good influence and bring out the best in you. You understand how easily poor choices can negatively impact your life, and you're taking control by surrounding yourself with people and activities that inspire you. That kind of thoughtful decision-making and commitment to your personal growth is so impressive. Keep nurturing those healthy relationships, interests, and inner voice that guides you towards your best self.

Gracie Deboer

Hi Taurean, it's nice to meet you! You did a great job reflecting on the moments and choices that led to your possession of a gun and how these experiences have shaped your outlook on the future. Your focus on rethinking your choices and hanging around the right people is a strong plant Keep working on taking accountability and thinking about more specific steps to ensure you stay on the right path. You're showing great self-awareness and determination to improve your future! Great job!

Lane Eggers

8/13/2024 7:12 PM

Hey Junior, Thank you so much for sharing your story. You've done an excellent job reflecting on the reasons behind your decision to carry a gun and the lessons you've learned from that experience. Your motivation to focus on your goals and make positive changes going forward is powerful and inspiring! It's very mature to recognize that guns can be a magnet for unnecessary problems. Stay focused on that going forward, and keep using your goals and self worth as fuel to build the future you want! Keep trusting your instincts and using these lessons to guide your future decisions. You're on a strong path, and with your focus, you'll continue to grow and achieve your goals. It takes a lot of resilience to reflect like this, and your ability to do so is a huge strength Great work!



Lessons

What led me to having a gun was mostly because of the safety of my own, but then I came to the realization that owning a gun is like having a magnet. For bad situations in many ways, even to increase having and being in bad situations that, at my age, I wouldn't have to be in if I would have just stayed away and focus on myself and goals instead of worrying about others and what they could do me. Yes, it is not bad to look out for yourself. You have to realize if you're looking out for ur self or just constantly looking for other problems to trap ur self into I feel like the best way to lose the bad unnecessary problems is to focus on vourself and the goals you have for yourself and future and in this whole lesson I hope to realize my worth and learn from lessons from understanding and advice this lesson had taught me.

MOVING FORWARD

Immon, you've made excellent progress in recognizing the consequences of poor choices and risky situations. Moving forward, keep trusting that inner voice and surrounding yourself with positive influences. When you find yourself in an environment that makes you uncomfortable or could lead to harmful decisions, don't hesitate to remove yourself from that situation. You've shown you can make those tough calls.

It's also crucial to stay committed to priorities and interests that keep you grounded, like sports, art, or spending quality time with family who supports you. Having an outlet for your energy and passion is so important. When you feel conflicted emotions or life gets stressful, lean into those healthy habits. Here are some suggestions for continuing your growth:

- · Keep practicing calming techniques like deep breathing when you feel anger, anxiety, or stress rising
- · Write down your goals and look back frequently, celebrating small wins along the way
- · Identify positive mentors you admire and let their example motivate you
- · Don't be afraid to ask for help from counselors, teachers, coaches having a strong support system is vital

You've gained remarkable self-awareness already. Stay focused on making empowered choices that align with your values and vision for the future. I'm confident you'll continue progressing and maturing into the person you want to become

Assigned Journeys	Due Date	Date Completed	
1. Complete Gun Safety: Why it Matters Journey	8/26/2024	8/20/2024	
2. Complete Gun Safety: Making Good Choices Journey	9/15/2024		
3. Complete Gun Safety: Protecting Futures Journey	10/5/2024		
Role	Signature	Initials	Date
JP0	Auto-Decision		8/8/2024*
.IPO Supervisor	And in case		8/16/2024*

Outcomes

The Numbers Speak for Themselves



Youth Continually Exceed Output Expectations

Data shows youth frequently complete expected protective factor areas, and then pursue other topics. In detention, over 200 youth have completed more than 2 protective factors, and many have done all 8.

Protective Factor Growth is Statistically Significant

Youth demonstrate significant improvements in pro-social skills, substance awareness, mental health, career readiness, positive peer relationships, and family relations, evidenced by pre-post assessments.

Small-Group Interactions Inspire Change

Youth reported group-sharing features as crucial in inspiring each other, reinforcing positive behaviors, and to feel not alone. Many cited feeling seen and valued, with peer stories being the most impactful part of the program, even two years later.

Youth Report Significant Behavioral Improvements

Data shows a large effect size in youth reporting fewer unmet criminogenic needs, reduced engagement in risky behaviors, and more positive behaviors as evidenced in personal stories from start to finish.

High Satisfaction Among Youth

When asked if they would recommend the program to a friend, youth rated it an average of 9.1 out of 10, with a high net promoter score (NPS), highlighting their positive experience with the platform and services.

Al Integration Receives High Marks from Youth and Staff

Integrated AI throughout the platform is rated highly by youth and staff for accuracy, tone, trustworthiness, and usefulness. AI reviews are rated significantly higher on these variables compared to those conducted by trained criminology students.



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 organizations and youth with 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 what they are able to achieve.

Schedule a Demo Contact: matthew@lifelabstudios.org





A personal growth and wellness company.

Makers of



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