

# RESEARCH-BASE FOR JOURNEY.DO

POWERING DESTINATIONS  
THAT MATTER



This Report was Prepared by Lifelab Studios, Inc  
A Personal Growth and Life Wellness Company,

-- Makers of Journey.Do --

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# JOURNEY.DO FRAMEWORK

Despite relevant insights from diverse disciplines, ranging from learning sciences to the therapeutic sciences, and advances in technological innovations, especially generative AI, we have seen few advances in personal growth and life wellness approaches that change lives. We need a new model for personal growth, one that powers real change!

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.

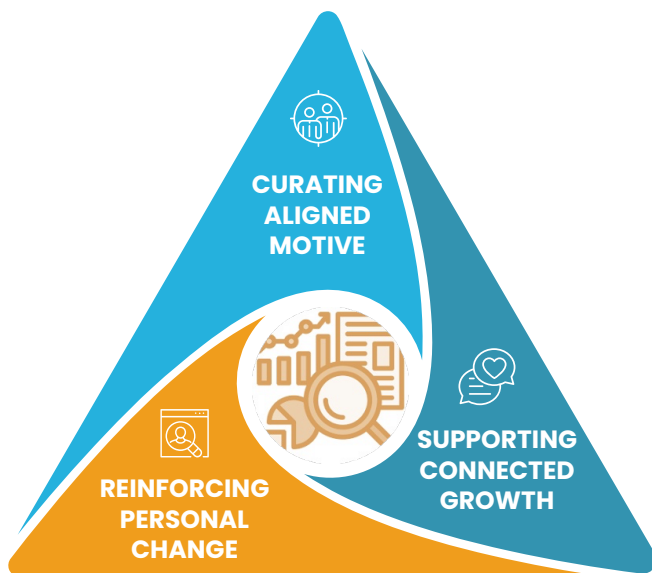
Journey.Do offers a next-generation solution, grounded in research, combining advanced technology, trained coaches, and AI to deliver high-quality, consistent change at scale. We ensure growth happens—every time.

## BEHAVIORAL CHANGE FRAMEWORK

Our approach to personal growth and life wellness brings together what we know about human **learning, motivation, relationship, behavioral change** and **innovation to** provide a robust and multifaceted approach to facilitate personal growth and life wellness. Underlying our approach to unlocking human potential is the belief that personal development is a journey that one embarks upon, not a content that one consumes nor a conversation one has. Our growth journeys involve goals, inspiration, risks, feedback loops, and validation as one unlocks their potential and expands possibilities.

To instantiate this vision, we provide a **platform and come alongside service, enhanced by AI, that ensures growth happens from intake to outcome.**

The integration of evidence-based practices from diverse disciplines (Riley et al., 2019) provides a solid foundation for our therapeutic **JourneyArc™**. We weave together multiple evidence-based practices, delivered through a next-generation growth platform and AI-enhanced come-alongside service, to empower individuals with hyper-personalized care and to foster lasting change from intake to outcome. The three key stages and evidence-based practices are below.



### I. CURATING ALIGNED MOTIVE

- Build a Coaching Connection (Grant, 2003 )
- Assess Current Potential (Moen & Federici, 2012)
- Use Motivational Interviewing (Clair-Michaud et al., 2016)
- Establish Aligned Motive (Miller & Rollnick, 2012)

### II. SUPPORTING CONNECTED GROWTH

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

### III. REINFORCING PERSONAL CHANGE

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

From the beginning and throughout one's journey, our framework emphasizes **authentic** and **aligned motive** (Deci & Ryan, 2008), as a guiding force for individuals to achieve their desired outcomes (Grant et al., 2020). Anchored in the **jobs-to-be-done** methodology (Christenson et al., 2022), our growth journeys provide structured pathways for growth, providing single-session interventions that include **meaningful goals, peer examples, and quality content**.

Within our growth journey framework, **personal stories** and **strength-based feedback** emerge as powerful growth catalysts, weaving narratives that connect, inspire, persuade, and transform self.

Neuroscience research has shown that **connecting to, authoring, and sharing personal story** can stimulate the formation of new neuronal pathways, enhancing growth, change, and resilience (Smith et al., 2018). Research further highlights the importance of **social validation** and **personalized feedback** in promoting behavior change and psychological well-being (Brown et al., 2017).

**Artificial Intelligence (AI)** is used throughout to personalize each journey, analyze story patterns, and augment growth. This includes AI-enhanced transition plans used in the **outcome process** to reinforce milestone achievements, highlight lessons learned, and set up life success.

# COME ALONGSIDE SERVICE

Our therapeutic learning framework, the **Journey Arc™**, is based on a set of core principles made available through a next generation growth app and come alongside service, augmented by AI, to ensure people are **seen, valued, and validated** for their growth. This framework integrates a suite of evidence-based practices, from motivational interviewing to small group dynamics to the power of personal story for driving lasting change.

Growth is supported by trained growth specialists who use trauma-informed, strength-based feedback, and generative AI to ensure high quality, hyper-personalized, anytime, anywhere care—empowering local staff with actionable insights and organizations with data at the level of individual, group, and organization.

It is in this way that we are a **come alongside service**: first, for the individual so they can succeed on their growth journey, and second, powering partners working with, and committed to, ensuring the growth of the person.

This comprehensive approach provides a supportive, connected, and personal experience for all participants, ensuring **everyone** receives the guidance needed to make meaningful and lasting changes from intake to outtake.

## ENSURING CHANGE HAPPENS

Every step of the way from **Entry to Life Success** with our **Come Alongside Service**



### 01 INTAKE MEETING

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

### 02 GROWTH PLAN

Customized roadmap with plan, and why it will lead to meaningful growth.

### 03 CERTIFICATE ONE

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

### 04 CERTIFICATE TWO

If multiple certificates expected, second significant milestone achieved based on completing 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.

The process begins with an **Intake Meeting**, where a trained **growth specialist** conducts a personalized session to understand the individual's needs and build **aligned motives**. Using insights from this meeting and any supplied materials, along with AI-generated recommendations, a customized **Growth Plan** is created. This plan offers a clear, tailored roadmap toward achieving the person's objectives and can be shared with the individual and relevant stakeholders.

Through our **growth app**, participants then make progress **anytime, anywhere**, by completing **Modules** that align with their personalized growth goals. Within each Module, they **connect** to peer **stories** to build authentic motivation, engage in activities designed to **grow their skills**, and **apply** what they've learned to their own life situations. Application is submitted as a life integration stories, which are reviewed by trained staff, who provide **strength-based feedback** to encourage further growth. Once accepted, stories can be shared within the platform, motivating others and validating progress.

After completing the required Modules in a specific area, participants earn a Certificate. Progress is tracked through engaging **gamification** meters, which combined with social validation and personalized care keep motivation high throughout. In the final phase, AI analyzes all accepted stories, and a staff member crafts a personalized **Transition Plan**.

This plan celebrates the individual's achievements and outlines actionable next steps to ensure continued growth. Like the Growth Plan, the Transition Plan is downloadable and can be shared with relevant parties for sign-off or uploaded into local systems to maintain accountability. The process concludes with an **Outtake Meeting**, which affirms the participant's accomplishments and readiness to sustain their success moving forward.



# EVIDENCE-BASED PRACTICES

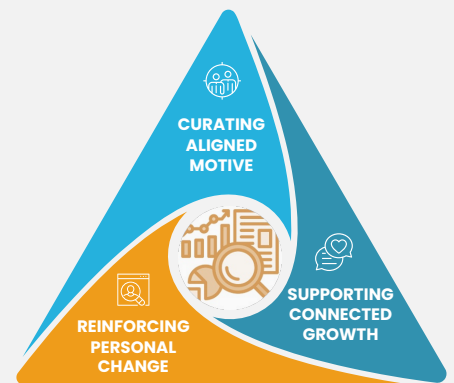
## STAGES OVERVIEW

Each of the stages associated with our Journey Arc are individually grounded in research, providing a grounding for the overall framework as well as our staged integration. From Stage 1's focus on establishing authentic motives to the core principles guiding the platform and services in Stage 2 to Stage 3's emphasis on reinforcing life integration, every step is informed by robust empirical evidence. For instance, Stage 1 emphasizes building a coaching connection, assessing current potential, creating a plan for success, and establishing authentic motives, all backed by research from scholars including De Haan, Deci, and Locke & Latham.

In Stage 2, ensuring connected growth involves pursuing meaningful goals, connecting to peer stories, using quality content, authoring life stories, receiving strength-based feedback, and building social reputation, supported by studies from Sheldon & Elliot, Miller & Rollnick, and Christakis & Fowler. Stage 3 then focuses on reinforcing growth milestones, acknowledging ongoing struggles, and planning for life success, underpinned by research from Locke & Latham, Prochaska et al., and Schwartz et al.

## STAGE 1: CURATING ALIGNED MOTIVE

- 1. Creating a Coaching Connection:** *Justification:* Establishing a strong coach-client relationship is critical for effective coaching, as a positive connection increases trust, engagement, and adherence to the behavioral change process (DeHaan, Culpin, & Curd, 2011; Grant, 2003).
- 2. Assessing Current Potential:** *Justification:* Accurate assessment of abilities and potential allows for tailored interventions, ensuring goals and strategies are appropriately challenging and achievable, which enhances motivation and success rates (Moen & Federici, 2012).
- 3. Using Motivational Interviewing:** *Justification:* A non-judgmental intake that is supportive, respectful, and curious is essential for understanding the individual's reasons for change, and for building a growth plan that connects with goals that are personally meaningful and social significant (Clair-Michaud et al., 2016).
- 4. Establishing Authentic Motive:** *Justification:* Identifying and fostering intrinsic motivation through motivational interviewing (Miller & Rollnick, 2012) is crucial for long-term behavioral change, as it is more sustainable and leads to greater persistence and satisfaction compared to extrinsic motivation (Deci & Ryan, 2008).



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## STAGE 2: SUPPORTING CONNECTED GROWTH

At Lifelab Studios, we offer a unique growth experience. By combining the power of small groups, content learning systems, therapeutic feedback, and AI, we've designed a small-group journey platform where member stories take center stage. Research shows that small groups inspire personal change by fostering growth, belonging, and social validation (Borek & Abraham, 2018; Hattie, 2010; Rosendahl et al., 2021; SAMHSA, 2015). Similarly, stories have the power to emotionally, developmentally, relationally, and even neurologically connect and transform us (Immordino-Yang & Gotlieb, 2017; Immordino-Yang & Knecht, 2020). But all stories are not equally valuable when it comes to personal growth and life wellness.

Stories must be anchored in areas essential for success on a specific journey. For instance, stories about active listening are pivotal to a journey focused on improving relationships but less relevant for financial wellness. The key is framing stories that are personally meaningful, socially significant (Barab & Duffy, 2012), goal-aligned, and tied to content that promotes life success while resonating with the individual (Cloud & Townsend, 2010; Cobb & Bowers, 1999; Engle, 2006; McLellan, 1996). Starting a journey is important, making enough progress that one experiences life change; dosage matters (Robinson, Delgadillo, & Kellett, 2020). Many people desire success but struggle to activate themselves. Persistence is fostered when individuals feel seen, valued, and validated for their efforts.

Trauma-informed and strength-based feedback can also be essential, providing reinforcing or corrective input, but doing so in ways that maintain motivation and ownership (Spreitzer & Porath, 2012). In fact, feedback from a knowledgeable, engaged person is one of the most powerful drivers of learning and achievement (Hattie & Timperley, 2007). Coaches, especially credible messengers, are transformative in catalyzing growth; they curate goals, introduce knowledge, facilitate connections, rewrite narratives, and demonstrate care (Frie & Morris, 2020; Kivlighan & Dennis, 2010). Lastly, AI is reshaping personal growth; enabling hyper-personalized care that is consistent, insightful, scalable, and deeply personal (Gilkson & Woolley, 2020).

## STAGE 2 PRACTICES

- 1. Pursuing Meaningful Goals:** *Justification:* Setting and striving for meaningful goals enhances motivation and persistence, as individuals are more likely to engage in and sustain efforts towards goals that are personally significant (Sheldon & Elliot, 1999).
- 2. Connecting to Peer Stories:** *Justification:* Hearing and relating to peer stories fosters a sense of community and reinforces possibility, which can enhance motivation, provide emotional support, and reduce feelings of isolation during the behavior change process (Miller & Rollnick, 2012).
- 3. Using Quality Content:** *Justification:* Developing practical, applicable skills equips individuals with the tools necessary to implement and sustain behavioral changes, thereby increasing self-efficacy and the likelihood of long-term success (Ward, 2009).
- 4. Authoring Life Stories:** *Justification:* Encouraging individuals to author and reflect on their life stories helps them to make sense of, and validates, their experiences, connecting the content to their life and validating their life integration insights as meaningful (Barton, 2021; McAdams, 2001).
- 5. Receiving Strength-Based Feedback:** *Justification:* Providing feedback that highlights strengths boosts confidence and motivation, and fosters a growth mindset, which is essential for continuous improvement and long-term behavior change (Hattie & Timperley, 2007; Spreitzer & Porath, 2012).
- 6. Building Social Reputation:** *Justification:* Developing a positive social reputation enhances social support and accountability, which are key factors in sustaining behavior change efforts and reinforcing new, positive behaviors (Borek & Abraham, 2018; Christakis & Fowler, 2013).
- 7. Leveraging AI Insights:** *Justification:* AI is used to analyze complex story patterns and generate deep insights and personalized suggestions, much like bioinformatics deciphers genetic code, enhancing our precision, consistency, and effectiveness (Gilkson & Woolley, 2020; Dede, Etemadi & Forshaw, 2021).

## STAGE 2: KEY REFERENCES

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## STAGE 3: REINFORCING PERSONAL CHANGE

1. **Reinforcing Growth Milestones:** Justification: Recognizing and celebrating milestones reinforces positive behavior, boosts morale, and maintains motivation by providing tangible evidence of progress, which is crucial for sustaining long-term change (Locke & Latham, 2002).
2. **Acknowledging Ongoing Struggles:** Justification: Validating ongoing struggles fosters a supportive environment, reduces feelings of discouragement, and promotes resilience by helping individuals understand that setbacks are a natural part of the change process (Prochaska, DiClemente, & Norcross, 1992).
3. **Planning for Life Success:** Justification: Developing comprehensive life plans that align with personal values and goals helps individuals navigate future challenges and maintain behavioral changes, ensuring long-term success and fulfillment (Schwartz et al., 2002).

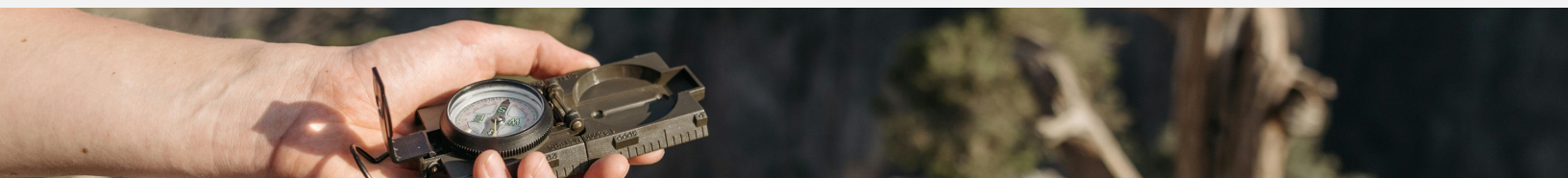
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# DESIGN PRINCIPLES

Across the therapeutic framework, platform design, and content development, we draw on **multiple design principles**, grounding our broader framework in a powerful set of guiding constructs. Below we overview five research-based constructs that inform design decisions, and which are integrated throughout our work.

## PRINCIPLES THAT MOTIVATE REAL CHANGE

1. **Authentic Motive:** Authentic motive refers to the genuine, intrinsic reasons behind an individual's actions and decisions (Grant et al., 2020). Authentic motive is rooted in self-determination, where individuals engage in activities because they are personally meaningful (Alcover & Topa, 2018; Froiland & Worrell, 2016). Motivational interviewing, with the goal of aligning treatment and personal motive, results in deeper engagement, persistence, and outcome obtainment (Dean et al., 2016; Miller & Rollnick, 2016; McMurren, 2003; Thomas, 2009). Similarly, there is a wealth of research showing that people learn better when what they are learning is connected to what they do with it (Bransford, Brown, & Cocking, 2000; Barab & Duffy, 1998; Hall & Jurow, 2015).
2. **Growth Journeys:** Journeys with progress meters establish threshold achievements to drive engagement toward meaningful goals (Locke & Latham, 2002). Using the jobs-to-be-done (JTBD) methodology (Christensen, Hall, Dillon, & Duncan, 2016), we map out the tasks people need to accomplish to be successful in a particular area (e.g., life skills, family recovery, career readiness). Each JTBD is assembled as a single session intervention (Schleider & Weisz, 2017), presented as a growth Module, which includes the motivation, resources, and supportive feedback to ensure growth. While Modules serve as single-session interventions, journeys involve the completion of a coherent set; thereby, ensuring necessary 'dosage' (Robinson, Delgadillo, & Kellett, 2020).



3. **Personal Stories:** Stories connect and persuade us, grow local wisdom, and make tacit knowledge explicit (Bruner 2012; Gottschall, 2012; Kulish, 2022; McAdams, 1985). Research in neurosciences has found that multiple areas of the brain "light up" when someone is telling or listening to a narrative (Cormick, 2019; Mehl-Madrona, 2015), as opposed to when memorizing content stripped of context (Immordino-Yang, 2011). Through story, individuals can transform brain architecture (Gotlieb et al, 2022; Immordino-Yang & Knecht, 2020; Smith et al., 2018), grow local wisdom even creating new neuronal pathways (Steinberg, 2021). Validating stories on how learners integrate content and uniquely solve the JTBD further reinforces their knowledge as credible and valid (Barton & Tan, 2020).
4. **Small Groups:** Small group settings foster a sense of community and belonging, which can enhance motivation and provide emotional support. Studies show that peer support in small groups reduces isolation and increases the likelihood of sustained behavior change (Borek & Abraham, 2018; Miller & Rollnick, 2012; Pai, Sears, Maeda, 2015; SAMHSA, 2015). The efficacy of small groups in treating a wide array of psychological issues is well documented, emphasizing the value of social support, sense of belonging, and shared wisdom (Bent-Goodley, 2019; Hattie & Timperley, 2007), especially when supported with personalized and strength-based feedback (Brown et al., 2017).
5. **Committed Coaches:** Trained coaches are essential for delivering personalized and effective guidance, ensuring people's unique needs are met with expert support (Frei & Morris, 2020; Grant, 2003; Hattie, 2012). Research shows that well-trained coaches can significantly enhance client outcomes by fostering trust, engagement, and adherence to program expectations (Bent-Goodley, 2019; De Haan, Culpin, & Curd, 2011). Our coaches complete the Coaching Academy, growing skills and receiving feedback as they go through the same therapeutic process they will use later as coach. AI-generated insights are also used to enhance the impact, consistency and scalability of feedback, providing research-based, data-driven insights to ensure personalized growth (Dede, Etemadi, & Shaw, 2021).



# CHANGE METRICS

Journey.Do delivers a revolutionary approach to personal growth and life wellness, combining decades of research with advanced technology and AI to ensure consistent, high-quality change at scale.

## METRICS THAT MATTER

**Impact metrics** matter because they provide a tangible way to document, reinforce, and sustain behavioral change, ensuring individuals receive the quality and dosage needed to achieve lasting transformation. Key metrics include:

- **Stories:** The culmination and application of a module, capturing connections, lessons, and key moments of reflection and growth. Each story represents a reinforced experience of change, helping individuals internalize lessons learned.
- **Certificates:** Earned upon completing enough modules in a specific area, certificates signify meaningful progress and provide validation for achieving a substantial dosage of change and indicate strong preparedness.
- **Journeys:** Representing the full arc of transformation in a specific domain, journeys signify a deep and sustained impact, ensuring enough dosage and care to make meaningful life changes.

## Anytime, Anywhere Personalized Care

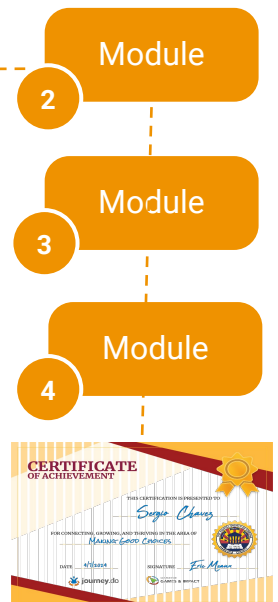
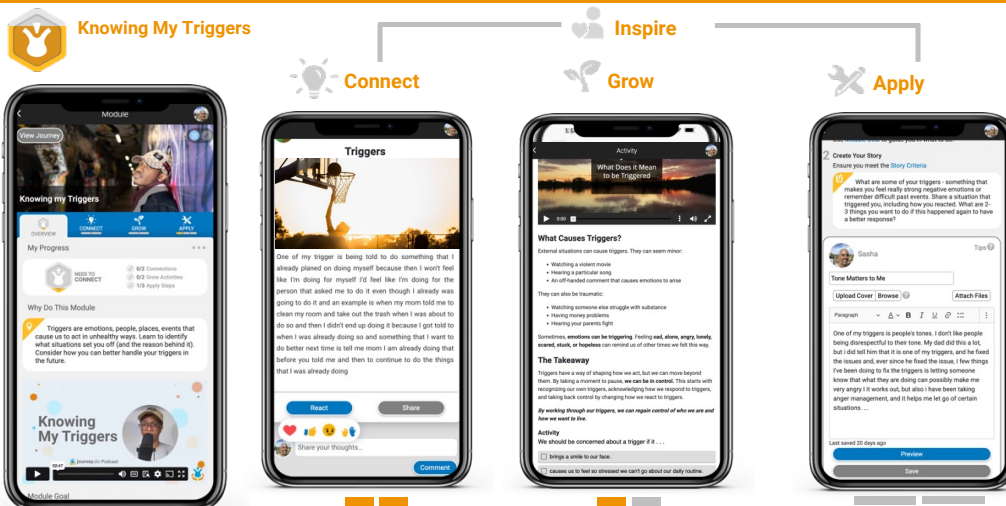
### 1 Curating Aligned Motive

- An **onboarding meeting** is scheduled to create to align need (using your assessment, or ours), and motivational interviewing is used to build authentic motive.
- Meeting is recorded (or notes are taken) and uploaded into our private AI. The AI then builds shareable, personalized **growth plan** by aligning intake discussions with journey content.

### 2 Supporting Connected Growth

- Each Journey includes Certificates that have Life Modules. Modules involve four steps (connect, grow, apply, inspired) aligned to our research-based growth cycle.
- Our trained coaches provide strength-based and trauma-informed reviews to ensure growth, with your officers having full oversight, accountability, and actionable AI insights.

### Module 1



### 3 Reinforcing Life Changes

- Learners earn assigned Certificates based on completed threshold set of Modules associated with certificate, balancing choice and accountability.
- Upon completed of all Certificates, an AI-generated transition plan is created and shared that includes achievements, remaining areas of struggle, and steps for ongoing success.



## THE TIME IS NOW

*Human potential is one of the most, if not THE most, valuable resource on our planet. However, while the growth and wellness market is booming, with more and more people seeking personal growth and life wellness solutions, progress is hampered by disciplinary siloed solutions. Therapy is useful, especially in building a trusted connection while working through challenging histories. Small groups are useful for building a sense of belonging, shared wisdom, and to level the playing field where any member can be consumer and producer of insight. Content is powerful, providing transferable tools, insights, and concepts that can guide success.*

*Our therapeutic model and studio implementation brings together cross-disciplinary insights on how people learn, while also leveraging technological advancements and making these available through a personal growth as a service approach. By blending neuroscience, behavioral science, and AI, we empower individuals to achieve their goals, unlock potential, and sustain success in every step of their journey.*

*For us, story is the unifying DNA that brings these together, connecting human beings, who are supported by invested coaches powered by AI insights, as they pursue journeys that allow them to author new possibilities and new selves into existence.*

*With advancements in generative AI, the metaphorical 'reading' of story as DNA has entered a new era. Just as genomic sequences provide a blueprint for biological life, the narrative sequences of our lives can be analyzed by AI to reveal profound insights. AI's capacity to decipher complex story patterns allows for the generation of deep insights and personalized suggestions—ushering in a transformative era for personal growth and life wellness. We envision a world where every human goes in and out of journey throughout their lives, unlocking new capacities as they connect with peers and receive supportive feedback, allowing everyone to reach their full potential.*

## ABOUT LIFELAB STUDIOS



Lifelab Studios is led by a team of **learning scientists, platform engineers, and trained growth specialists.**

Our design solutions bring together what we know about **human learning, relationship, and innovation.**



We offer platform, design, integration, coaching and research services to our partners so that they can **unlock the potential** of those they serve.

**INTERESTED? CONTACT US AT [SUPPORT@LIFELABSTUDIOS.ORG](mailto:support@lifelabstudios.org)**

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