

WHAT:

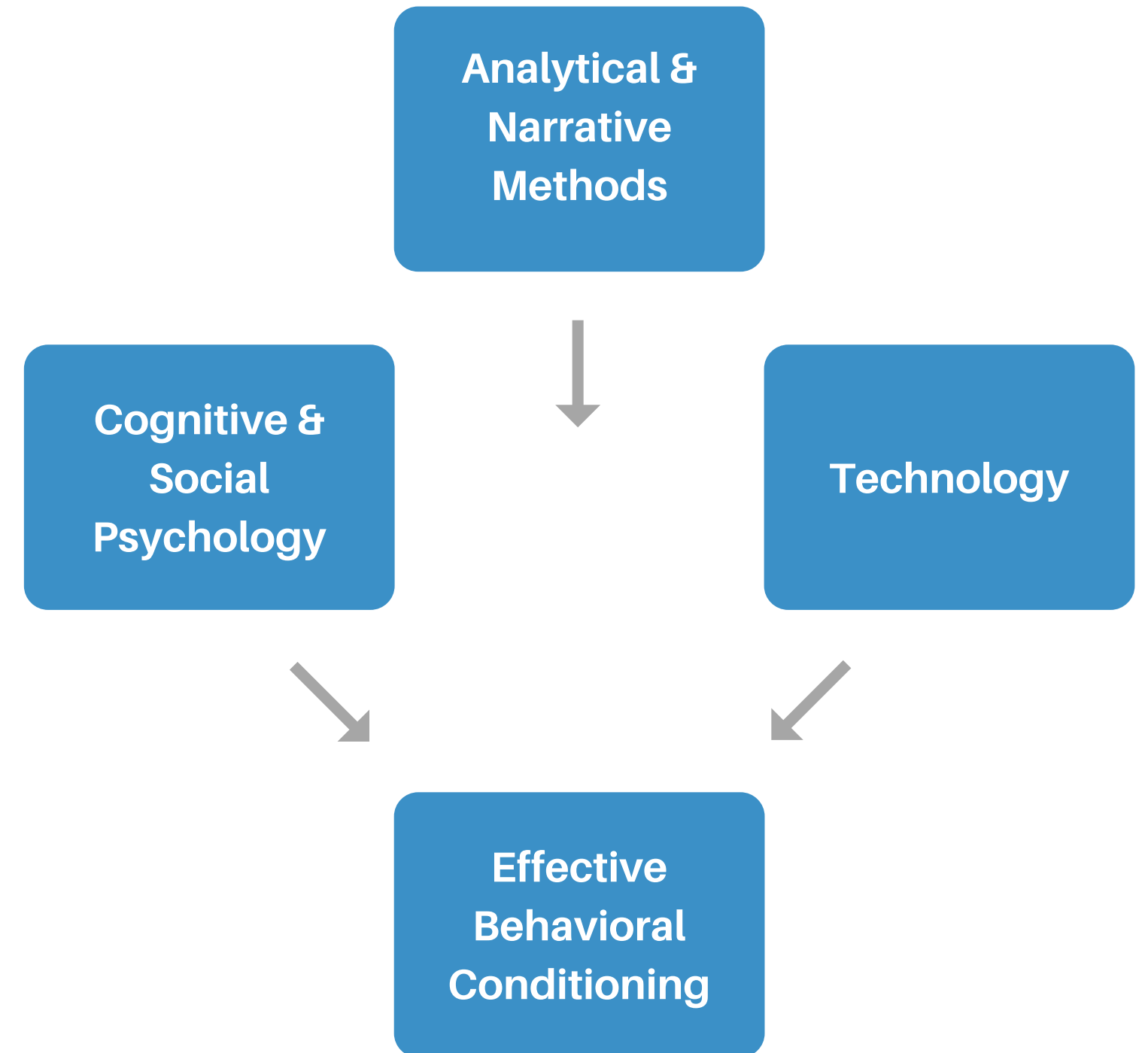
Our approach is scientifically supported to create **intentional behavior change** through daily conditioning, weekly integration programs, and groundbreaking events.

HOW:

Our programs utilize **established psychological concepts** to help individuals understand their own unconscious drivers as they make the changes in their lives needed to achieve their goals. We utilize **social, cognitive, and behavioral psychology** in the way we create programs, teach the content, and help people focus on their beliefs and behaviors to achieve their ultimate outcomes.

OUTCOME:

Our **technology** and methods are designed to result in effective **behavior change** and achieve the goals each person has set for themselves, including creating new habits and beliefs and eliminating harmful or unwanted patterns.





Our programs are based on and utilize established **psychological concepts**, including:

Conditioning

Technique for learning and behavior change in response to reinforcement, rewards, punishment; tied to habit change, behavior modification, achievement outcomes, learning (B.F. Skinner)

Identity Formation

An understanding of the memories, experiences, relationships, decisions, and values that create one's sense of self with continuity and uniqueness; tied to mental health, self-esteem, self-concept, social roles, personality development, decision-making, motivation (Erik Erikson)

Behavioral Consistency

Judgment heuristic that encourages behaving in a manner that matches past decisions or behaviors; tied to decision-making, motivation, performance, self-concept (Leon Festinger, Robert Cialdini)

Growth Mindset

Belief that one can learn new skills, has the capacity to learn and grow, skills can be developed and improved; tied to resilience, determination, work ethic, impacts how challenges are perceived and addressed (Carol Dweck)

Resilience

Developing psychological and behavioral capabilities to respond to crises or chaos and moving on without long-term negative consequences; tied to mental health, coping, self-concept, planning, communication (Emmy Werner)

Self-Efficacy

Belief in one's ability to execute specific actions; tied to achievement, motivation, task avoidance, performance outcomes (Albert Bandura)

Goal Setting

Establishing a successful plan of action, creating a vision and possible future, determining clear and useable objectives; tied to performance outcomes, self-esteem, confidence, happiness, success, motivation (Edwin Locke)