

# UNSTUCK

Live better every day

## WHAT IS UNSTUCK?

Unstuck is a new in-the-moment approach to personal growth for anyone who wants to live better every day.

Combining personalized digital tools with tips and know-how from a community of other people who are facing stuck moments, Unstuck makes it easy to get on-demand coaching whenever you need it.

Unstuck debuts with a free iPad app that helps you diagnose your stuck moments—a conflict at work, a relationship issue, a goal that's just out of reach—to reveal what's really behind your roadblocks.

Based on those unique roadblocks, Unstuck serves up tips and tools in a game-like experience, guiding you to personalized action plans you can use as springboards to getting unstuck.

In the coming months, Unstuck will also become a place where people can share their experiences and help each other move forward to get unstuck.

## WHAT'S A STUCK MOMENT?

Unstuck is based on the belief that people get stuck all the time—in work, in life, and everywhere in between. These stuck moments can be big or small, involving just you or others, chronic challenges or things you've never faced before. Here are some examples:

- I can't decide when I should go back to work after my baby is born.
- I need to find a job that resonates with me.
- I'm stretched too thin because I want to do it all.
- Should we rent, build, or renovate?
- My wife and I don't know what to do with our outdoor space.
- My siblings and I can't agree on what to do for our father's birthday.
- I can't seem to lose that last 10 pounds.

## HOW DOES UNSTUCK WORK?

The app is designed as a three-step process: 1) Figure out why you're stuck. 2) Learn how to get unstuck. 3) Take action.

### 1) Figure out why you're stuck

First, the app helps you diagnose what's really going on in your stuck moment. Using a fun, game-like interface, it teases out what you're feeling, what you're thinking, and what you're actually doing.

### Contact us:

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## 2) Learn how to get unstuck

Based on the diagnostic, the app helps you identify what type of stuck moment you're having—maybe you're acting like a Waffler, overthinking your choices, or you're being a Deflated Doer, in need of inspiration. It helps you understand that moment and common patterns of behavior associated with it—and then suggests how to move forward.

## 3) Take action

For each stuck moment, you get tried-and-true tips and the perfect tool to pry yourself loose and get unstuck. Because it's interactive and saves your info, the app is both a workspace to get unstuck in the moment and a record of your past stuck moments and what you did to get out of them. The tools can help you:

- Make a decision
- Set goals
- See all the possibilities
- Overcome obstacles
- Rediscover purpose
- Make a plan
- Crystallize your ideas
- Get motivated
- Deal with change

## BENEFITS OF THE IPAD APP

- A quick and effective diagnostic that helps you figure out what's actually going on in any given stuck moment
- 11 free interactive tools you can access at any time and make your own
- 50+ tips for getting unstuck
- Room to save 5 of your stuck moments and the corresponding tools you've personalized
- Connection to the Unstuck community to see how many other people are having similar stuck moments
- Facebook and Twitter integration to connect and share your journey with friends

## WHAT'S THE STORY BEHIND UNSTUCK?

Unstuck is a spin-off from SYPartners, a company that helps leaders and their teams during times of transformation. We've worked with great people at Starbucks, IBM, Facebook, Target, Ann Inc., GE, and lots of other iconic companies to help them transform their business, brand, and culture and be the best they can be.

Since our start almost two decades ago, we've learned a lot about what it takes to help people get unstuck in the midst of challenges. Now, we're sharing what we know with anyone who wants to live better every day and needs help moving forward to get unstuck.

## SCREENSHOTS



1. The app begins with a series of questions to figure out why you're stuck.



2. The Q&A focuses on how you're feeling, thinking, and acting in this situation.



3. Your answers feed an algorithm, which pinpoints your stuck moment.



4. Based on how you're stuck, the app provides an approach and tips to get unstuck.



5. For every type of stuck moment, there also is an interactive tool—11 in all.



6. You can save and revisit 5 of your stuck moments—and even share with trusted friends.