



rehabit

another • beginning

Story Summary

Rehabit

A Life-Changing System

At the heart of ReHabit is a vision, a philosophy of life that believes in the capacity for change, growth and healing of every human being despite their current challenge or journey they might be on. ReHabit is a system, a platform, and community that facilitates the factors and environments needed for change, such that change may occur more gracefully, allowing for more people to more often live healthy, well-lived lives as engaged, informed and enthusiastic people.

It's a vision that inspires a mission to remake the way people navigate challenges and change in their lives, their families, their communities and the world they live in to see each moment as another precious gift; another beginning.

Our Vision

The Art of Re-Generation (Life-Changes)

Our North-Star: Empowering world-wide systemic change through self-centred, whole person, whole-life approach to habits, behaviour & lifestyle optimization.

Imagine a world in which people, communities, organizations and governments understand, and embrace the simple fact that so called “bad” habits, addictions, indeed failure are all integral to the human experience, and therefore their existence is embraced, and responses to them are coded-into the experience thereby removing the stigma, the barriers to treatment and the resistance to change. The acceptance of the self as a wholly imperfect vehicle is therefore perfectly in-step with the experience of life itself, and more specifically our individual journeys in our own lives.

Central to this vision is the embracing of the seasons of life and the alchemy of change; the intrinsic renewal and regeneration we all must go through in our lives, at multiple times in our lives, and in many different ways throughout the many journey's of our lives.

Change is the only constant in life.

Additionally embracing and re-branding the stigmas of a dark/light dualistic view of reality; the negative and positive aspects of habit, addiction and failure are seen as expected input-output experiences rather than acquiescence to the often predominant maladaptive mindset of avoidance, and anxiety responses to these natural, albeit uncomfortable experiences.

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We are a Integrative Company

Integration is the act of bringing together smaller components into a single system that functions as one. In The Rehabit System these components, such as choices, behaviours, moods, thoughts, emotions, stories, journeys and many more similar experiential parts of life. Rarely thought of as a single system of life, they are often branded as single definitions of a person's life, trapped in the time and space of a single event, disconnected to the whole life experience.

ReHabit operates as Integrative in the approach both to the core product of the Rehabit platform, the “change-as-a-service” model of business, but also in the formation and function of the company itself –whereas the parts of the company; it's people, products, content, channels etc. are all directed to reflect the whole mission and vision of the company.

Rehabit aspires to omnipresence throughout the moments of our clients lives. We will utilize ethical habit forming technologies and methodologies of behaviour science to make our programs and tools profoundly helpful in facilitating change.

We envision solving problems that touch our clients lives with a “Whole-Person, Whole-Life” mandate, to be omni-present –whatever their challenge may be– in any given moment. As a fully integrated presence in their lives, we aim to provide a sense of presence and support that is reinforced as integral to themselves, throughout their journey with our products and services over time, and sometimes from time-to-time. Membership in Rehabit is not intrusive, nor obligatory. It's there when needed, and helpful when called upon.

Our Mission

We are on a Change-Making Mission

Our mission is to empower Change rooted in the Centered-Self approach to World-Wide Systemic Life-Changes by becoming the most omni-present “Personal Transformation Support Platform” PTSP in the World. The ReHabit Platform will facilitate the de-catastrophizing of the crisis-fueled change dynamic in all facets of life.

We will create the conditions for people to redefine their lives on their own terms, to **re-program** their habits and subconscious programming, to **re-solve** their daily challenges and decisions more beneficially through immersion in conscious environment needed for change to occur, and to **re-align** with a vision of the future, engaging the superconscious mind to fuel their journey with creativity,, faith and a clear, inspired motivation to live their best life possible.

These “3RE Minds” are integral to the Rehabit Life-Changing System.

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Rehabit, develops and produces fully integrated media, applications, programs, content, communities and centers of excellence that enables people to realize the change they are seeking, to overcome the limits of their past selves, situations, and environments, and to leverage the miraculous technology of the individual and collective minds.

Rehabit - What's in a Name?

Rehabit is a nod towards the re-branding of the word Rehab, so that the stigma is removed from the idea that rehab is a sort of punishment for *in-crisis* addicts of sex, drugs, and gambling and other substances and process we most commonly associate with addictions. The word Rehabit is an acknowledgement that we all have the need to “re-habit” our behaviour from time to time, even if only to improve some common habits. More often than not, a person will embark on a profound transformation of breaking the habit of being themselves –to quote a master of habit– Joe Dispenza.

By embracing that fact that we are challenge to change our behaviours at some point in our lives we allow the idea of re-**hab** to be relieved of the stigma that is still pervasively applied to drugs, gambling, sex and other potentially destructive addictions, to be rebranded as a Re-**Habiting**; the normal process of the many phases of change in every single human being navigating the human experience. The alleviation of the shame alone can bring about the change being sought. The feeling of being less-than due to the feeling of being unable to change, to be addicted, or just plain stuck is often the very thing that perpetuates the addiction, the habit, the resistance to change.

The Principles that Guide Us

1 - ReGeneration: (We Are) Constantly Changing – All that makes the human experience and is the driving force of potential in all of us. ReGeneration is a catalyst for innovation for our clients, people and products. We are perpetually re-inventing ourselves becoming radically REsilient. The entire family of “RE” words (all 4,443 of them) are related to ReGeneration, including ReHabit (with a few exceptions).

2 - Self-Fulness: (We Practice) Orders of Influence – We recognize that the only world that exists is our own though our perception of it, and how we show up in it. Through ourselves is the only way to impart change on the world we share with others. Therefore each person is respected as an autonomous individual with freedom and responsibility to be the Navigator of their own lives. Rehabit empowers the will to take ownership of our projects, our participation in group endeavors, and in the overall purpose of the organization or projects or initiatives within it.

3 - Flow: (We Live) On The Bleeding Edge – We recognize that the bubbles of reality and existence (life) creates the flow dynamic needed for life to establish itself and then to flourish.

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The flow state is one of push AND pull, and a balance of power and forces of safety and discomfort, of systems and souls. We both stretch and relax into the stretch and seek to bleed into the moment becoming present to challenge at hand and as a result we expect peak performance –where peak means “ideal experience”– an open aperture such that it is, rather than a vertical metric of growth.

4 - Decisiveness: (We Act) Fearlessly – We champion the confidence to make a choice in the moment through radical acceptance; the relentless forgiveness of error, failure, and fault. We value input-output dynamics over the “reason” why, but we always start with a survey of the moment, the current, the now, starting with “why”. And we stay with “why,” coming back to it again and again, but never as a vehicle for toxic shame or guilt. We identify and refer to the higher purpose driving any project and activity, using it as a compass to guide us through changing conditions. The why gives us confidence to try, fail, and sometimes begin again. The why gives us Faith.

5 - Integration: (We Live) Holistically — Our organizing principle is reflected in a belief that all effort is a community effort because all selfless acts are ultimately selfish. We value creative cooperation and collaboration, bringing our whole selves to the process, identifying our challenges and victories within a communal context. This doesn’t mean we subjugate our personal motivations to the group; rather, we direct them to best align with collective endeavours and shared dreams.

The Roles We Play, for Ourselves and Others

1 - Vision-Caster – We create content that projects a vision of the future onto the lens of the individual as well as the family, community and society. We intentionally place ideas into the field that are aspirational and big, and hairy and audacious, but will indeed one day be realized. Like the science-fiction potential of “beaming up” in Star-Trek, the content we cast into the world will always be prescient to the near future potential of life.

2 - Story-Teller – We understand that our brand story is a reflection of the clients tension with life and the changes of life so we seek to tell a story of our people, groups and projects that project the reality of our individual and shared experiences. These stories of challenges and triumphs; trials and tribulations, are the fabric of our lives and they need to be commoditized and disseminated in a fashion that makes the right story likely to be found by the very soul seeking that inspiration in the very moment they are seeking it.

3 - Into-Great-or – Acting as a curator, maven, connector, we seek to pull together the disparate fields of information, technology, content and media that further integrate into people, passions, projects and products, that further integrate into moments, events, and experiences. We are continually making order from the chaos and providing new channels to explore

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connected canvases of life and the life-changes that color them. We champion change as the metric of greatness and growth. Into-great is the new integrate.

Closing Thoughts

We understand that our company and the offerings we bring to market will change radically over time, but our mission and vision will not change.

Our success will be realized not because of growth for the sake of growth or unconscious service to conventional business metrics, but because Rehabit is an Integrative Company, success will be measured by the health of each of our individual people, projects, and products that we work with.

Success for Rehabit will look like an expanding network of fully integrated product offering which will begin with our self-centered selves as contributors, bringing everything we've got and all that we are into the revelling in the blessings of community and individuality and the influence on the whole world –making the changes we navigate more profound, enjoyable, and beneficial to all we encounter. We will continue to invest in facilitating the empowered navigator of change and celebrating the life-changing impact of our company and its people, projects and products.