

★ THE ROAD TO ★ RESILIENCE



PROGRAM OVERVIEW

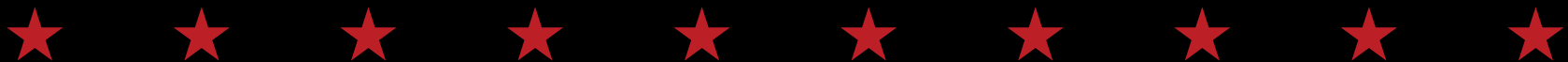




POWERED BY SPIRIT. ROOTED IN COMMUNITY.

The Road to Resilience builds Resilient Leaders, Courageous Followers, and Communities of Character. We use the Principles of Community, Action, Compassion, Gratitude, and Faith to improve performance by coupling Physical and Mental Expertise with Spiritual Resilience.

The Road to Resilience emphasizes the Reciprocal Relationship between Individual and Community and understands that Relationship to be most clearly demonstrated in the Ideals, Actions, and Aspirations represented in The American Spirit.





SPIRITUAL RESILIENCE IS THE INTERNAL RESOLVE OF INDIVIDUALS AND THEIR COMMUNITIES THAT IS STRENGTHENED THROUGH HARDSHIP AND FLOURISHES AMIDST ADVERSITY.

It keeps us faithful to what we believe and creates a challenge ready mindset.

Spiritual Resilience is cultivated and sustained through Community, Action, Compassion, Gratitude, and Faith. It helps us hold steadfast to our Principles, realize our Purpose, and become the best version of ourselves.

THE PROBLEM

As we further develop technologies, advanced care delivery systems, and innovative health promotion models, we continue to bump up against familiar challenges.

People across America continue to struggle with rising rates of obesity, chronic disease, social isolation, disconnectedness, suicide, addiction, and behavioral health problems. Despite our efforts, we continue to face poor health outcomes that do not match the level of investment to ameliorate them. This decline of social capital and connectedness hampers the ability of communities to function as networks of resiliency, environments of wellness, and grounds for the growth and development of thriving populations.





OUR THEORY OF CHANGE

The Road to Resilience is a movement driven by members who uphold the belief that building individual, internal resilience is a social endeavor and that through connection to community, we can build greater individual resilience. We employ clinically proven strategies to drive greater wellness, purpose, and resilience in individuals and their communities.

Members of the Road to Resilience are not part of a wellness program—they are part of a larger movement that fosters motivation for change both in the individual and in their larger community—they are the building blocks of social capital. Members connect to a sense of purpose and a community of individuals who are on the same journey.

We believe that sustainability lies not in a program but in joining a community that drives collective well-being through social connection, peer learning, support, and engagement opportunities. We base our model on the results of clinical trials that proved effective in increasing health and well-being for volunteer firefighters operating in the high demand arena of tactical wellness. We have taken key components from this clinically-proven program to design a resiliency program founded on a set of tools that support a mindset of persistence, presence, performance, and participation.

THE ROAD TO RESILIENCE

Throughout history and across different cultures, stories about heroes have a lot in common. These similarities were studied by Joseph Campbell and compiled in a book he called *The Hero With a Thousand Faces*. This book presents the story structure we have used throughout history to remind ourselves who we are and to challenge ourselves with who we can become. From the ancient Greek myths to *Lord of The Rings*, to *Star Wars*, the hero's journey is imbedded with timeless truths.

The classic hero story works like this:

- 1 The Hero is called away from their home to go on an adventure.
- 2 The adventure challenges the hero to grow and learn important truths.
- 3 Along the way, the hero receives help from friends and mentors, overcomes obstacles, and must reconcile themselves with their past.
- 4 When the hero completes the journey they receive knowledge and rewards which they bring back home.

Joseph Campbell identified several specific stages of these enduring stories. He called it The Heroes Journey.

In our community, we use these stages as a model for our Program.

We call it The Road to Resilience.

Our program and associated learning path is built around very specific learning “measurables”:



Delivering a “Why” to move members into action



Empowering members to engage in Community



Facilitating use & understanding the Five Tools Of Resilience



Deepening learning around core concepts of program



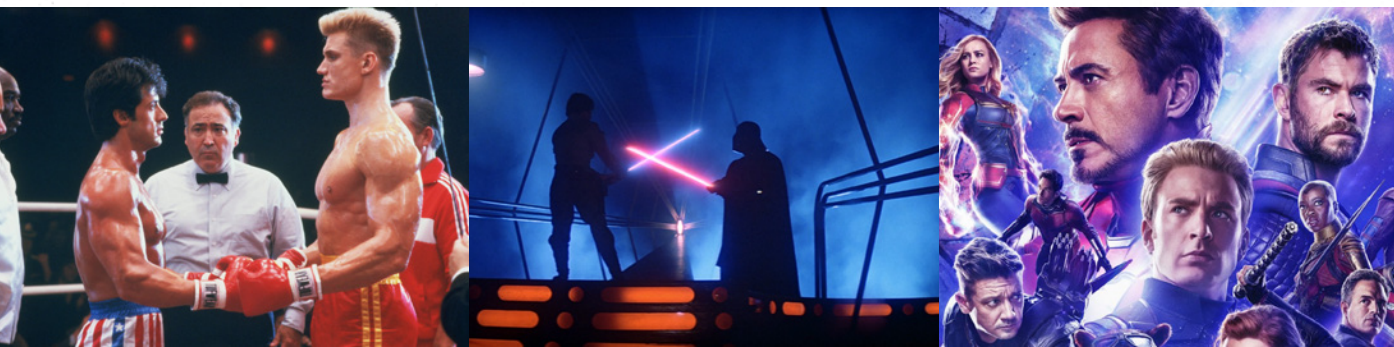
Putting the tools in context for all members



Helping members build better habits in their lives



Engaging members attention through various channels



★ THE ROAD TO RESILIENCE ★ PROGRAM LEARNING PATH

THE ROAD TO RESILIENCE

1

LIVE KICKOFF

An in-person kickoff seminar designed as an introduction to The Road to Resilience with an overview of the learning path.

TOOLS OF RESILIENCE

2

ONLINE

An entree to the online platform where participants learn about the key components to The Road to Resilience programming.

- **COMMUNITY**
- **ACTION**
- **COMPASSION**
- **GRATITUDE**
- **FAITH**

SPIRIT OF RESILIENCE

3

LIVE WORKSHOP

A hands-on on group workshop where attendees apply the Tools of Resilience™ and develop an understanding of how they use these tools in their own lives.

RESILIENCE CHALLENGES

4

ONLINE + WORKSHOP

A schedule-driven series of challenges delivered via online programming. The series is designed to allow participants to apply what they are learning to physical, mental, and nutrition-related tasks and habits, then recap as a group.

20-DAY CHALLENGE: PHYSICAL
Platform learning. In-person recap.

20-DAY CHALLENGE: MENTAL
Platform learning. In-person recap.

20-DAY CHALLENGE: NUTRITION
Platform learning. In-person recap.

THE ROAD TO RESILIENCE REVIVAL

5

LIVE EVENT

A celebration event where the Tools of Resilience are reinforced and workshop participants are connected to their peers across the city. A music driven, catered event to build community.

AVAILABLE AS 1-DAY WORKSHOP

6

MOTIVATIONAL CONTENT & COMMUNICATIONS



VIDEO BLOG



DAILY EMAILS



PODCAST

We deliver relevant content via video blog, daily emails, the "Road to Resilience" podcast, and social media. The purpose is to engage our audiences and keep everyone motivated to stay focused on purpose and performance.



THE ROAD TO RESILIENCE



An in-person kickoff seminar designed as an introduction to The Road to Resilience™ with an overview of the learning path.

This engaging 2-hour session introduces The Road to Resilience and gives an overview of the tools at the heart of the movement.

This on-ramp to The Road to Resilience serves an introduction to our core concept of Continuous Community and provides a context for the idea of Spiritual Resilience. We look at individual examples of Spiritual Resilience in the history of our nation and consider its manifestation in the American Spirit.

We cover specific conditions that adversely affect our ability to perform both on and off the job. We look at the human stress response, the stress response controls, and the detrimental effects of the chemicals released in time-critical situations. We also consider the impact of the individual stress response on situational awareness and decision-making abilities.

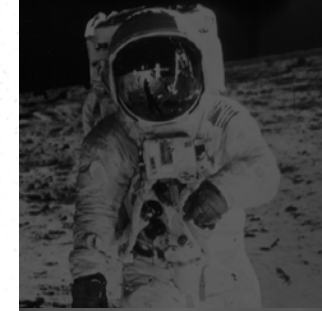
Finally, we'll present the five fundamental principles that directly influence self-awareness and build spiritual fitness. These five mental performance techniques enable us to cultivate a challenge-read resilient mindset, drive behavioral change, optimize performance, and lead to full participation in a purposeful life.

OBJECTIVES

- ★ What is Spiritual Resilience?
- ★ What mental challenges we face:
External + Internal
- ★ What is needed to face and conquer these challenges?
- ★ Story Time: Contextualize the problems and our solutions.

LIVE KICKOFF

1/2 DAY





TOOLS OF RESILIENCE



ONLINE

1 WEEK

An entree to the online platform where participants learn about the key components to The Road to Resilience™ programming.

The Road to Resilience introduces five key levers that drive deeper engagement and commitment. Community, Action, Compassion, Gratitude, and Faith are not only drivers of change on an individual level but these are the same levers that drive a movement towards a better end—better health and wellness. The tools are integrated into online programming as well as a series of experiential learning opportunities to engage, motivate and support participants on the Road to Resilience— providing opportunities to reflect on the tools, how they currently operate, and moving participants to develop action plans to leverage these tools to drive resilience and a sense of purpose. In this stage of the learning path, users engage our online program where they watch a video for each of the Tools of Resilience and answer questions that enable them to understand the key constructs of each section.

Community

Community steers individuals toward more meaningful connections, connections that enable them to create a mindset that fosters greater resilience.

Action

Action is the mechanism to behavioralize intention. Faith, compassion, gratitude and community are ideas until they are made actionable.

Compassion

Compassion allows us to share in the struggles, difficulties, and concerns of our community members.

Gratitude

Gratitude gives individuals the opportunity to harness the strength and courage of our past, drives them to community, and compels them to a state of greater resilience.

Faith

Faith gives us the strength, courage, and vision to move forward into the unknown with our community.



COMMUNITY



ACTION



COMPASSION



GRATITUDE



FAITH



THE SPIRIT OF RESILIENCE



LIVE WORKSHOP

1 DAY

A hands-on group workshop where attendees apply the Tools of Resilience™ and develop an understanding of how they use these tools in their own lives.

The Spirit of Resilience is a live, in-person introduction to the Road to Resilience. Participants join a small group format that allows for an interactive experience to drive learning and engagement in the Tools of Resilience. These local gatherings develop a sense of community among the Road to Resilience members and create an opportunity for individual reflection, community-building, and peer learning to support the development of action plans for integrating the Tools of Resilience for a purposeful, intentional life.





RESILIENCE CHALLENGES



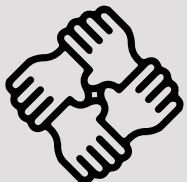
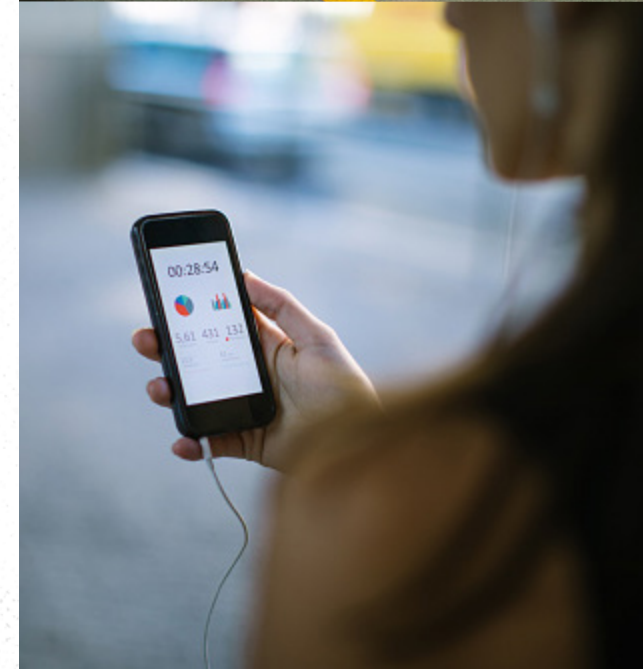
ONLINE + WORKSHOP

9 WEEKS

A schedule-driven series of challenges delivered via online programming. The series is designed to allow participants to apply what they are learning to physical, mental, and nutrition-related tasks and habits, then recap as a group.

The Road to Resilience offers a series of four 20 day challenges. Each of the challenges consist of a schedule-driven series of tasks in the following domains: fitness, nutrition, and mental performance. The series is designed to allow participants to apply the Tools of Resilience and give users awareness of how they use these tools to achieve success.

Specifically, we interweave the 15 steps of The Road to Resilience with a schedule of tasks so that participants become self-aware on various behavioral levels of how they are creating change in their lives.



Live Challenge Workshop

Our subject matter expert's review the challenge with group members. The debrief answers common questions help build habits and fosters greater connection between group members.

RESILIENCE CHALLENGE OUTLINE

Part One >

Delivered before the challenge starts, individuals move through the first five steps of The Road to Resilience (List steps?) allowing them to anticipate what challenges they may face.

Ordinary World

What are the problems?

Call To Adventure

What motivators exist?

Refusal of the Call

Identify obstacles to entry

Guidance of the Mentor

Tips for succeeding

Crossing the First Threshold

The first step

Daily Tasks >

The first set in a routine series of tasks or workouts that create and opportunity to put the Tools of Resilience into practice.

Day 1

Day 2

Day 3

Day 4

Day 5

Day 6

Day 7

Day 8

Day 9

Day 10

Part Two >

Delivered midway through the challenges, individuals move through the second four steps of The Road to Resilience allowing them to look-back and gauge their progress with their anticipated progress.

Belly of the Whale

What has been learned?

Road of Trials

Tasks around faith

Tools for the Journey

Ways to build habits

Overcoming Obstacles

Pushing further

Daily Tasks >

The second set in a routine series of tasks or workouts that create and opportunity to put the Tools of Resilience into practice.

Day 11

Day 12

Day 13

Day 14

Day 15

Day 16

Day 17

Day 18

Day 19

Day 20

Part Three

Delivered after the challenge is over, individuals move through the final five steps The Road to Resilience allowing them to look back at the entire challenge for one final stage of introspection, and see what Tools and habits they can bring forward into their daily lives.

Enlightenment

What has been learned?

Reward

Congrats & Completion

The Return

Turning things into action

Help From a Friend

How did community help?

Final Threshold

What wasn't given?

RESILIENCE CHALLENGE OVERVIEWS



20-Day Challenge: Physical Movement

The Physical Movement Challenge is designed to bring awareness to the importance of movement. Our body doesn't know muscles, it knows movement. More important than exercise or workouts, this challenge is about developing habits around making movement a sustainable part of our daily routine. Fitness and exercise sessions that need to be planned out, are the first to go in a busy day/schedule. Movement can and should happen on a daily basis. We cover 10 different movement patterns along with a daily planking schedule which greatly benefits core stability. It is always a good time to get moving.



20-Day Challenge: Nutrition

The Nutrition Challenge is designed to bring awareness and educational elements to vital areas that greatly impact our overall health. Everything we eat is either fighting disease or feeding it, and some areas more than others. This challenge provides high-level education elements, and action items that allow us to take a closer look at our nutrition choices. From grains, sugars, water, and vegetable oils, to fasting and meal prep, the challenge offers a great 360° insight into the world of nutrition. The key is to understand that everything exists on a spectrum, and it is all about sustainable nutrition choices.



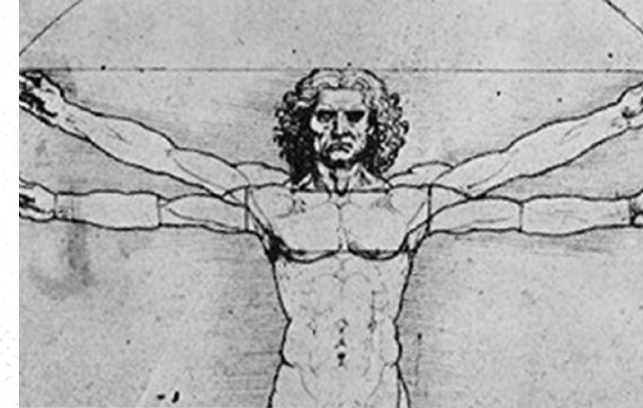
20-Day Challenge: Mental Performance

The Mental Performance Challenge is all about bringing awareness to the story we tell ourselves, the influences which have shaped it, the parts of it we can control, and what we need to learn to live with. We need to bring some awareness as to where we are in our own story, and our own narrative. We need to understand what's pressing in on us to understand what shapes you what influences us both positively and negatively. What we control and what we don't control. We use the five key elements of a story: Catalyst, Complications, Crisis, Climax, and Conclusion to unpack this awareness. The challenge aims to bring greater awareness to our story, and by moving through these five points, create a narrative that is truly ours.



20-Day Challenge: All-In

This last challenge is the capstone in the series, and blends together specific elements of the Physical Movement Challenge, Nutrition Challenge, Mental Performance Challenge into one integrated challenge. All of these elements ultimately blend together for a holistic approach that helps us be strong physically and mentally. This last challenge enables us to begin to coordinate movement, nutrition, and mental performance into our daily schedules, and become aware of our relationship to these essential movers of our well being.





REVIVAL



LIVE EVENT

1 DAY

A celebration event where the Tools of Resilience are reinforced and workshop participants are connected to their peers across the city. This is a music-driven, catered event intended to build community.

The Revival event serves as a large-scale community connection point for the Road to Resilience community members. Music, food and opportunities to connect with fellow members of the Road to Resilience are at the heart of the gathering. The rally point engagement will provide an experience for members to sustain their commitment to The Road and the purposeful and resilient life it cultivates.

★ THE ROAD TO ★
RESILIENCE
★ COMMUNITY ★



6

MOTIVATIONAL CONTENT & COMMUNICATIONS



ONLINE

ON-GOING

The Road to Resilience uses multiple tools that allow us to manage attention, build authenticity and connection, and deepen learning paths.



Daily Emails

The brief emails are designed to offer a piece of encouragement, that keeps users motivated and moving down The Road to Resilience.



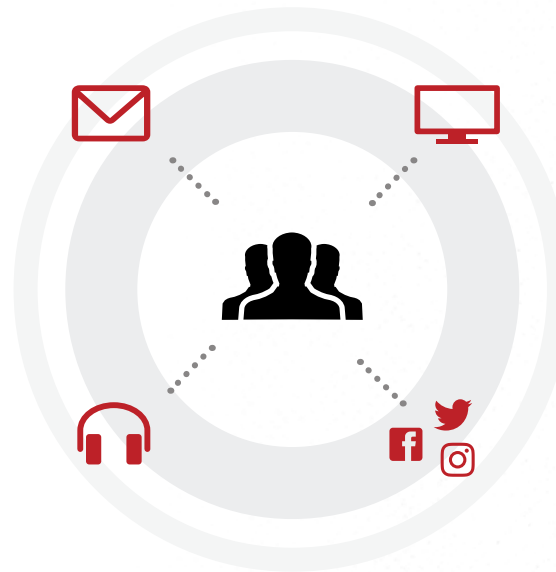
Weekly Video Blog

The video blog offers an engaging way for users to understand core ideas and primary drivers of The Road to Resilience and have them expressed through story.



Monthly Podcast

The podcast will allow us to reinforce The Tools of Resilience as we interview other folks around how they construct their mindset. This will include people from the sports and tactical arena, as well as cultural icons.

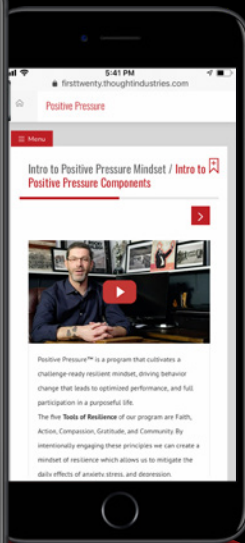


WEB-BASED, MOBILE OPTIMIZED PLATFORM

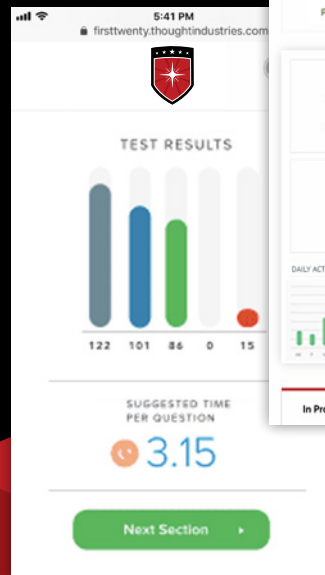
Leverage our powerful interactive online learning platform. It allows for easy access, and can be in the hands of users whenever and wherever it is convenient for them to participate. It allows them to track and record every piece of data that comes out of the program. It streamlines the ability to educate and empowers users to create the change they desire in their lives.



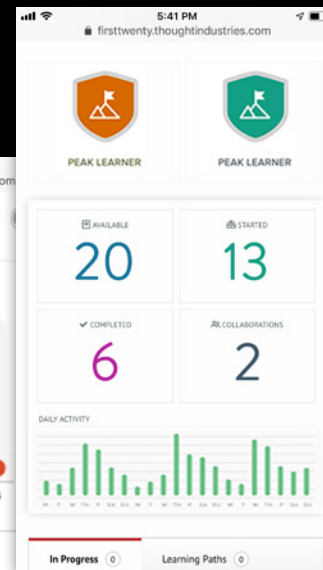
Web-Based Platform



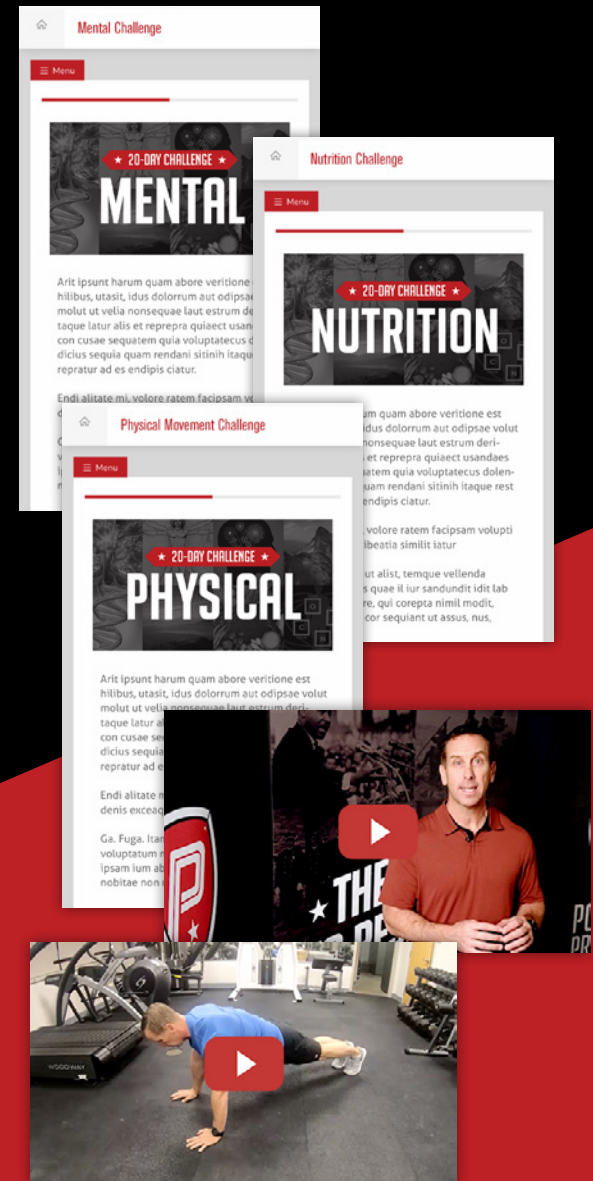
Engaging Video



Results & Assessment



Activity Tracking



20-Day Challenges



★ THE ROAD TO ★ RESILIENCE



DAVE WURTZEL

dave@thefirsttwenty.org

267-972-0085

WWW.THEFIRSTTWENTY.ORG