

TBC 2026 * BOISE

THE

Couples Compass

*The tool that explains
us.*

It is a system.

It has a shape.

Once you can see it, it can open.

The first goal is
clarity

The Couples Compass is what
becomes possible once you can
finally see *both halves*.

It is not made of advice.

It is made of *you*.

THE REAL COST

What is the fight *costing* you?

Not the argument itself —
that's just the visible part.

It's the distance that builds
in the quiet days after. And
the version of love your kids
are learning by watching.

*This isn't a character
flaw. It's a system — and
a system can be seen.*

THE FOUNDATION

Why I can stand here and build this.

⦿ The science of measuring humans

M.S. in Performance Psychology

Textbook chapter, psychological measurement
& evaluation in human performance

Master Resilience Trainer for the U.S. Army

SME for NASM & wellness certifications

→ The technology to do it at scale

Building intelligent systems since 2016

Working with AI before ChatGPT existed

Behavior change at scale

Translating research into data-driven systems

Pull it out of
your head.
Put it in front
of you.

Make it clear enough to use.

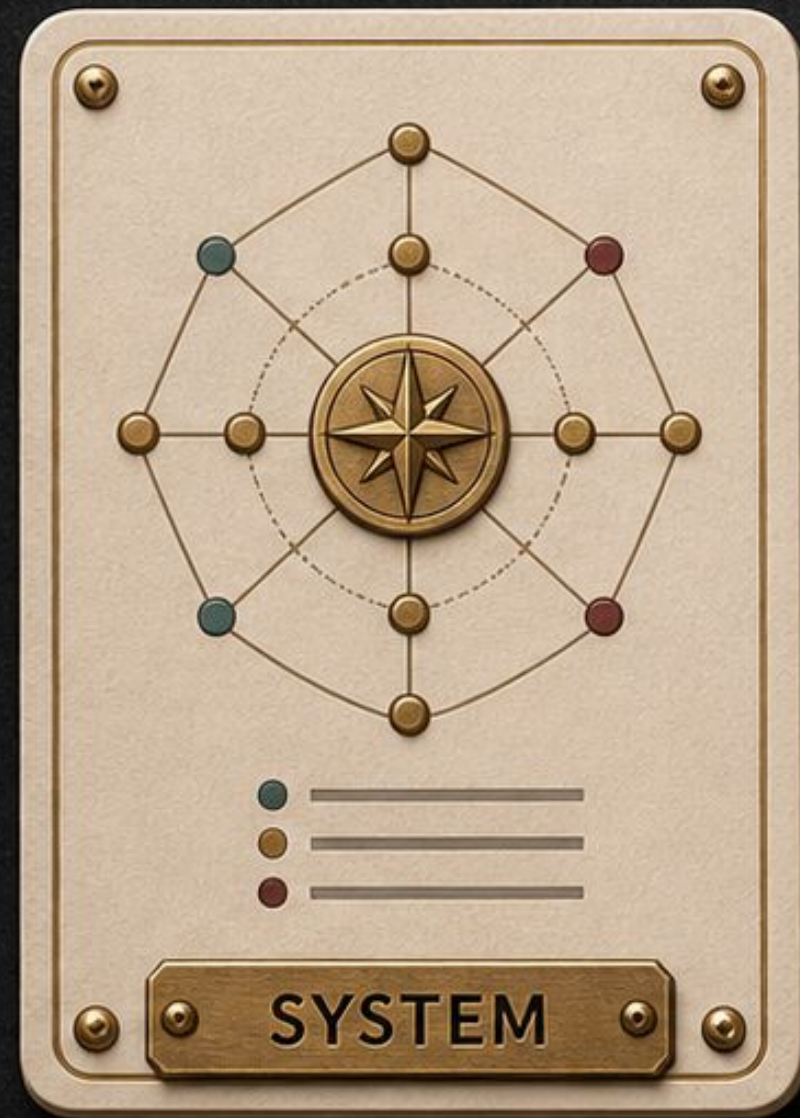


Not a chatbot guessing.

Real method, taught to a system.

I built the Compass you went through.

I built this the same way.



* YOUR CLARITY COMPASS

How did it *know* that?

How many of you felt more
understood by that report than you
have in *most of your life?*

Healing

the room can still change

On the Brink

one move still matters

Already Ending

your system still goes with you

Seeing the pattern *while you're inside* it is
the hard part.

It only takes *one person* to
change the dynamic at
home.

PRACTICAL EXERCISE

Uncover Your Loop

Four lines. The internal machine that runs underneath the fight.



SITUATION



PERCEPTION



EMOTION



RESPONSE

LINE 1

Situation

What happened?

Facts only — money, the kids, a certain tone.

□
SITUATION

👁️
PERCEPTION

⚡
EMOTION

→
RESPONSE

LINE 2

Perception

What did your system say it meant?

I'm failing. I'm not respected.



SITUATION



PERCEPTION



EMOTION



RESPONSE

LINE 3

Emotion

What did you feel?

Tight, anxious, angry, alone, ashamed.



SITUATION



PERCEPTION



EMOTION



RESPONSE

LINE 4

Response

What did you do next?

Go quiet, get sharp, fix it, walk away.

That is the loop.
This is you.

The internal machine.



YOU ALREADY LEARNED THIS

The Box Technique.

SITUATION

The facts. Just what happened.

PERCEPTION

The belief the moment kicked
up in you.

EMOTION

What you felt.

RESPONSE

What you did next.

Your Response becomes the next Situation.

*In a couple, your Response often becomes **her** Situation.*

The belief was *already in you.*

That perception isn't
new. You've felt it long
before today.

It formed early, and it
hardened into a habit.

Half the time it isn't even
true, it's just familiar.

*The trigger didn't create
the belief. It only
switched it on.*

It was *protection* first.

The belief, and the reaction it drives, kept you safe once, in a house, or a history, that needed it.

It only became a problem when it kept running after the danger was gone.

You're not broken. You're *running an old program*.

THE VISIBLE PART

You can usually see *the outside.*

Situation and Response are visible — the part
you can observe. You can see the moment.
You can see the move.

SITUATION What happened.

PERCEPTION *What her system says it means.*

EMOTION *What she feels inside.*

RESPONSE What she does next.

THE HIDDEN PART

But the middle is *hidden.*

Perception and Emotion are the part you cannot fill in for her. That is where your system starts guessing.

SITUATION What happened.

PERCEPTION *Unknown.*

EMOTION *Unknown.*

RESPONSE What she does next.

There is a whole system inside the middle.

Sitting inside what you cannot see from the outside —

ORIGIN

Where it comes from

CORE BELIEF

The old meaning

BODY SIGNAL

Alarm, narrowing, pressure

PROTECTION

The move that once helped

COST

What the pattern keeps costing

TOOL

The off-ramp

NEWER BELIEF

What is truer now



EXERCISE

Now mark the unknown.

YOU THINK

What do you think is happening
for her?

YOU KNOW

What do you actually know?

YOU'RE GUESSING

What are you guessing?

How sure are you?

Your loop, you've lived. Hers,
you're guessing, and the guess
feels true. That's the trap.

Most of the fight runs on a
guess about what's in her head.

*You can't be in there. That's
not a failure. It's just real.*

It's hard enough to
know yourself.

That is why it takes *two*
Compasses.

Her own Compass. Her own words. Her own
hidden middle.

THE SHAPE OF THE ARTIFACT

A quick glimpse of where we're headed.

I

EACH OF YOU

Two individual systems,
seen cleanly.

II

BETWEEN YOU

Where the Responses meet.

III

WHERE THIS IS HEADING

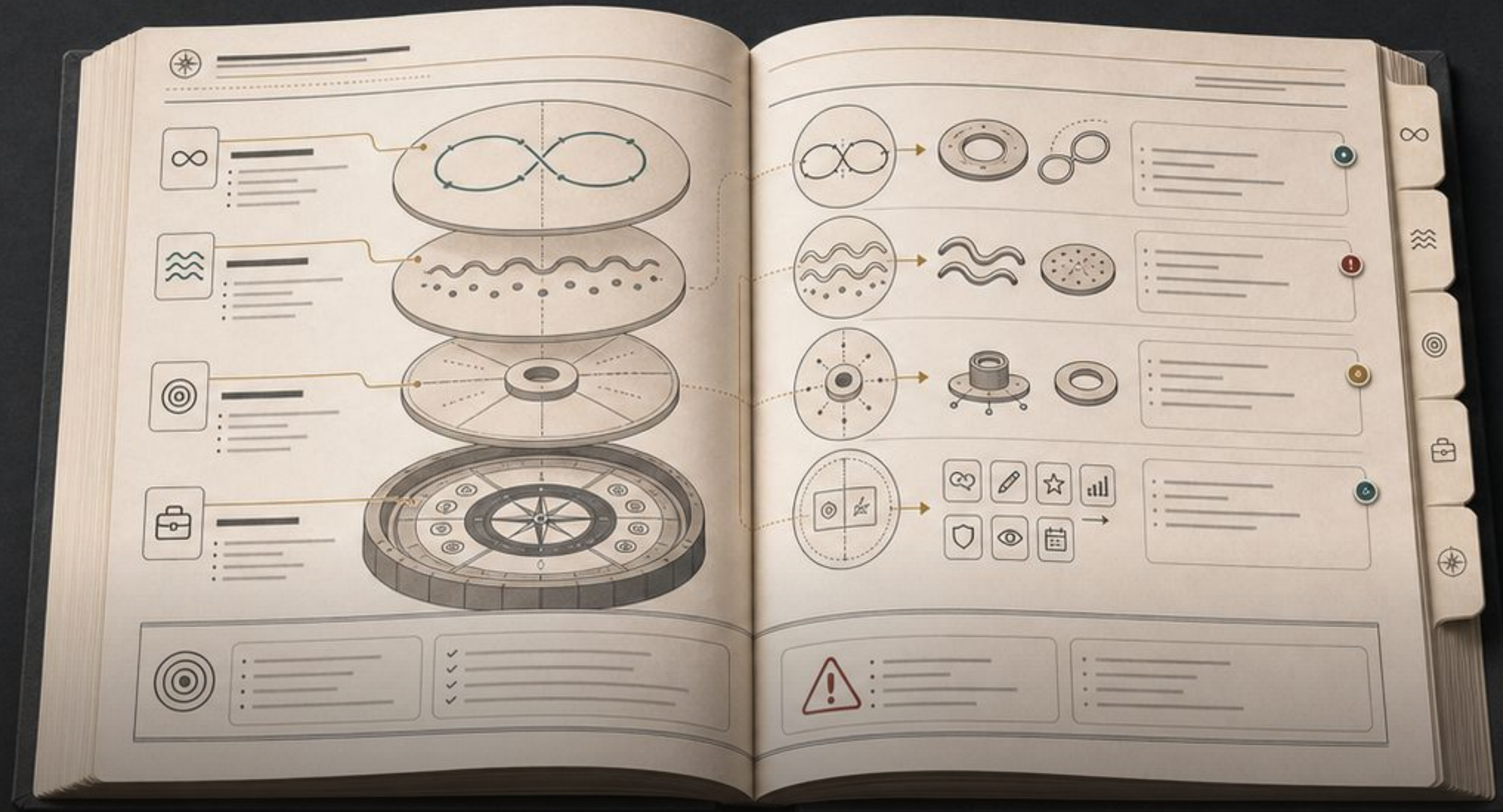
A believable trajectory,
not fantasy.

IV

WHEN IT'S HARD

Language and tools for the tough
moment.

What you sketched by hand, your
Compass did with *precision*.



One Compass maps *one system*.

THE EVIDENCE

We did not guess. We studied the entire journey.

FIRST TOUCH

12,467

applications

A man's own words before any call, pitch, or coach.

THE FIRST CALL

80

calls

Blind-coded against a 61-field rubric.

BREAKTHROUGH → COACHING

18

clients

Predicted blind, then validated against actual coaching.

ACROSS TIME

261

timelines

Compasses, retention, and transcript coverage, tied together.

STAGE 01 · FIRST TOUCH · MAY 14, 2025 → APR 2, 2026

It starts before we ever talk to you.

12,467 real applications analyzed, every applicant's own language, captured at first touch.

HOW MEN IN THIS CRISIS DESCRIBE IT

Provider identity

Distance at home

Running on empty

"I've tried everything"

This is large-scale language analysis, the map of the front door, not the prediction test.

STAGE 02 · THE FIRST CALL

What one conversation reveals.

80

real first
calls

61

field rubric,
blind-coded

12

call pilot hardened it
first

Blind means no names, outcomes, revenue, or scores were visible to the analyst.

| *One short call supports diagnostic direction — enough to read the pattern.*

Can one conversation predict what only surfaces *months later?*

18 clients the system had never seen, enrolled after the 177-client model was built — scored across 316 predictions in a separate blind analysis.

All predictions — strict hits

60.8%

Generous hits + close

93.7%

Diagnostic rated accurate & useful

77.8%

Strongest — "What you didn't say"

83.3%

0%

rated harmful

across every diagnostic written

THE RIGOR

We built this to try to fail. *It did not.*

- 01 **Out-of-sample.** None of the 18 were in training data.
- 02 **Restatement exclusion.** Repeating what he said didn't count.
- 03 **Base-rate exclusion.** Generically true statements scored separately.
- 04 **Blind, parallel analysis.** Predictions and ground truth never met.
- 05 **Pre-registered.** Locked before coaching data entered.
- 06 **Locked scoring rules.** Hit / adjacent / miss defined first.
- 07 **Anonymized labels.** No circular validation; both scores shown.
- 08 **No-model baseline.** Generic AI tested too; our data added the richness.



And your data stays *yours*.

Every client record in this research was anonymized before analysis — labeled, not named.

We study patterns and structure, not anyone's private report.

Nothing here is sold or handed to outside AI companies to train their models.

Full precautions, end to end. Confidential by design.

STAGE 04 · ACROSS THE YEAR

We don't read you once. We follow the whole arc.

Where the earlier stages are a first impression, this one is the same person followed across a year of change — every session traced, not sampled.

261

client coaching timelines reconstructed

147

journeys audited — CC1 > CC2

807

coaching-call transcripts analyzed

9

coaches spanned across those journeys

This is why it feels like it *knows you*.

FIRST TOUCH

12,467

applications, in their own words

FIRST CALL

80

calls, blind-coded across 61 fields

BREAKTHROUGH CALL

77.8%

useful · 0% harmful · 316 predictions

ACROSS THE YEAR

807

transcripts · 261 timelines · 147 audited

APPENDIX · THE DETAIL, IF YOU WANT IT

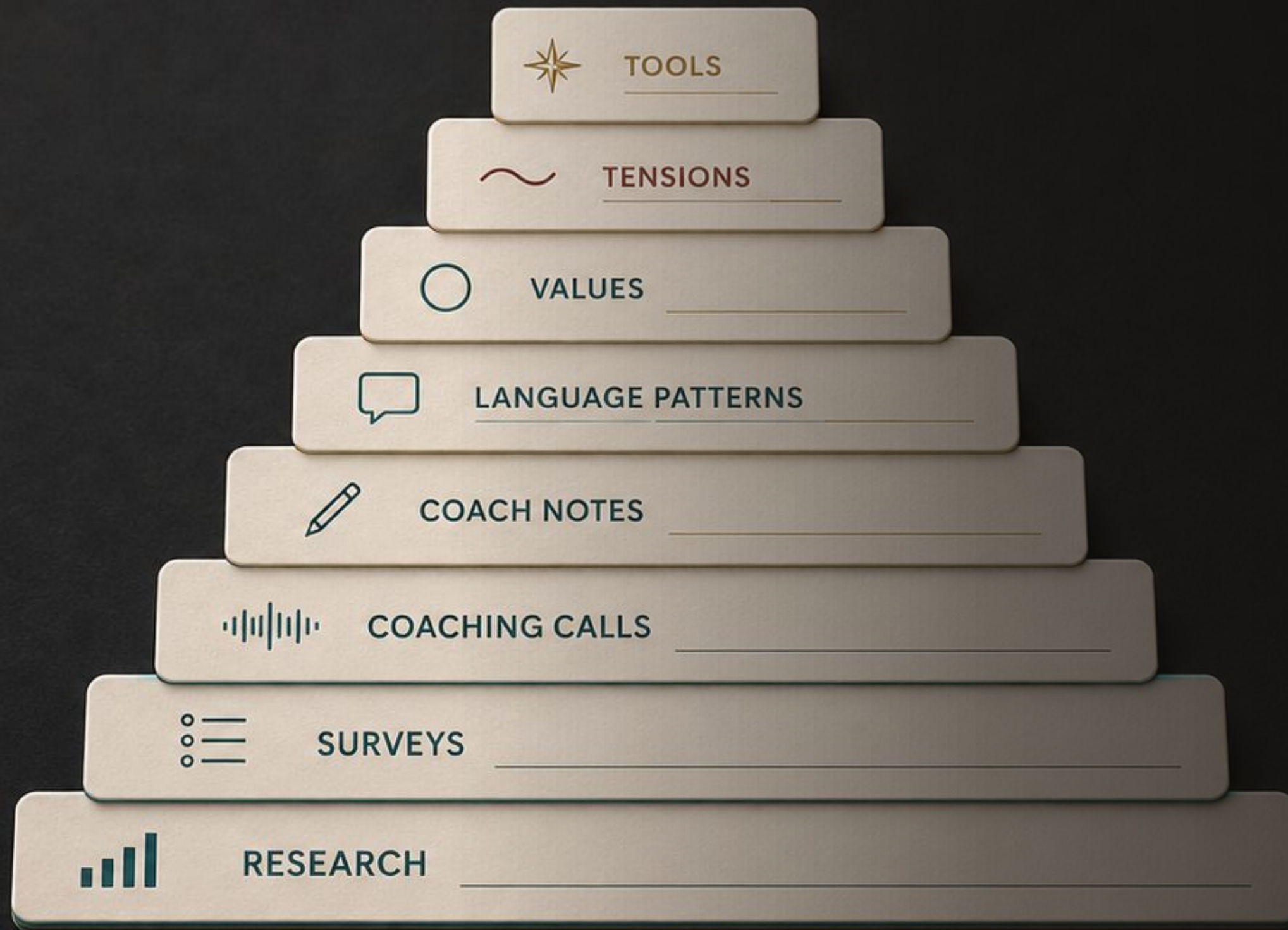
31 validated signals 19 rated Strong (>70% accuracy, 5+ clients)

STRONG SIGNAL EXAMPLES — ACCURACY WHEN THE SIGNAL APPEARED

Silent type self-ID → emotional suppression	6/6
Direct self-worth wound	4/4
Wife uses safe / safety language	9/10
Father absent	12/14

KNOWN LIMITATION

18-client sample



FOR ONE COMPASS

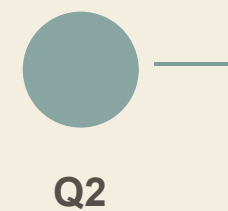
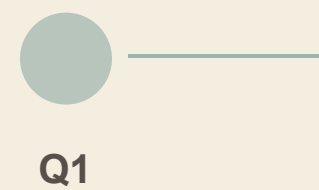
150+
variables

18,000
words of analysis

Three
reasoning passes

Every quarter, it sees you *more clearly*.

Your Compass isn't a one-time read. You get a new one each quarter — each builds on the last.



*The longer you're in,
the more clearly the
system sees you.*

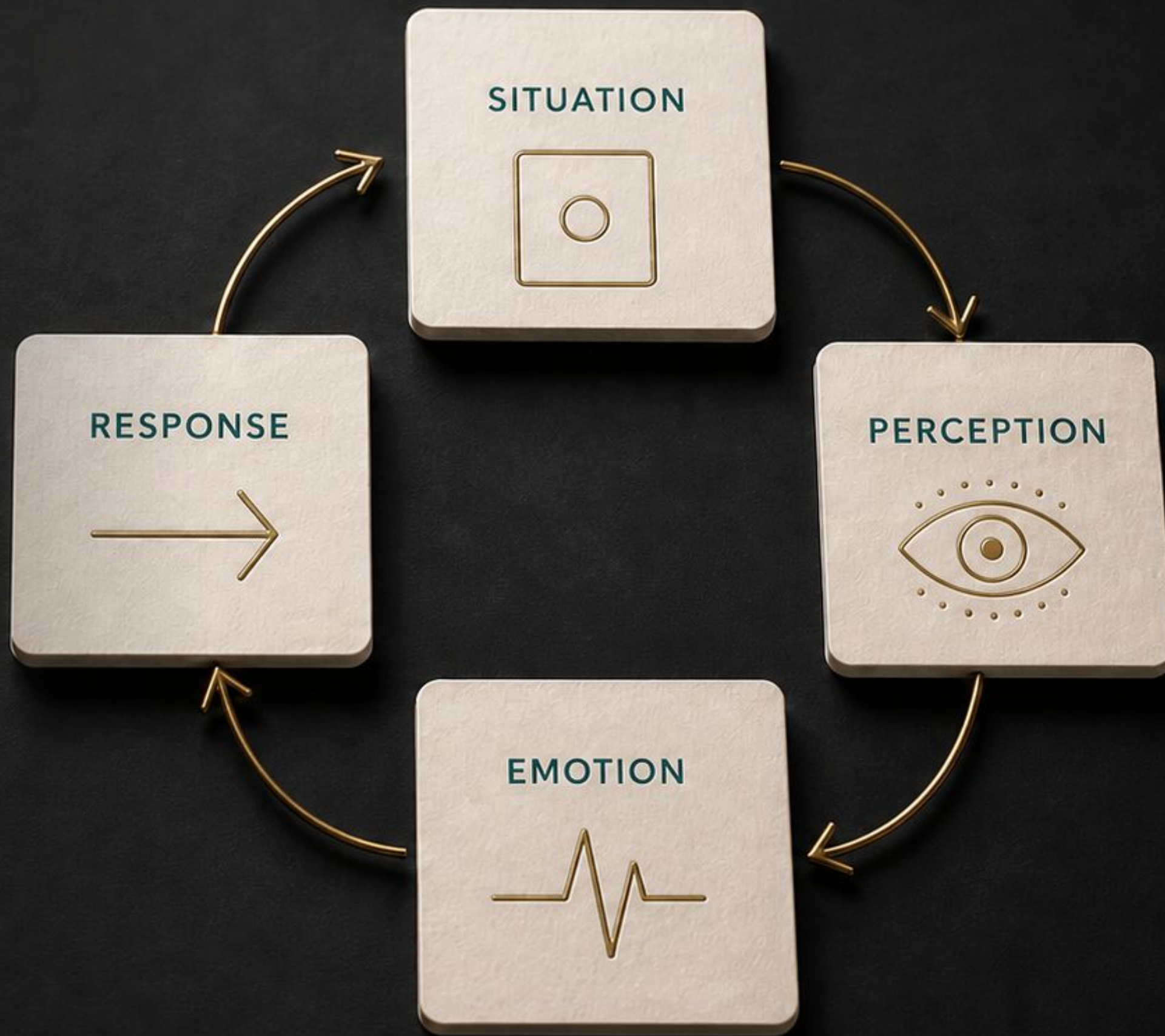
One Compass maps one system.

A Couples Compass maps where
two systems meet.

HIS SYSTEM

You have a loop

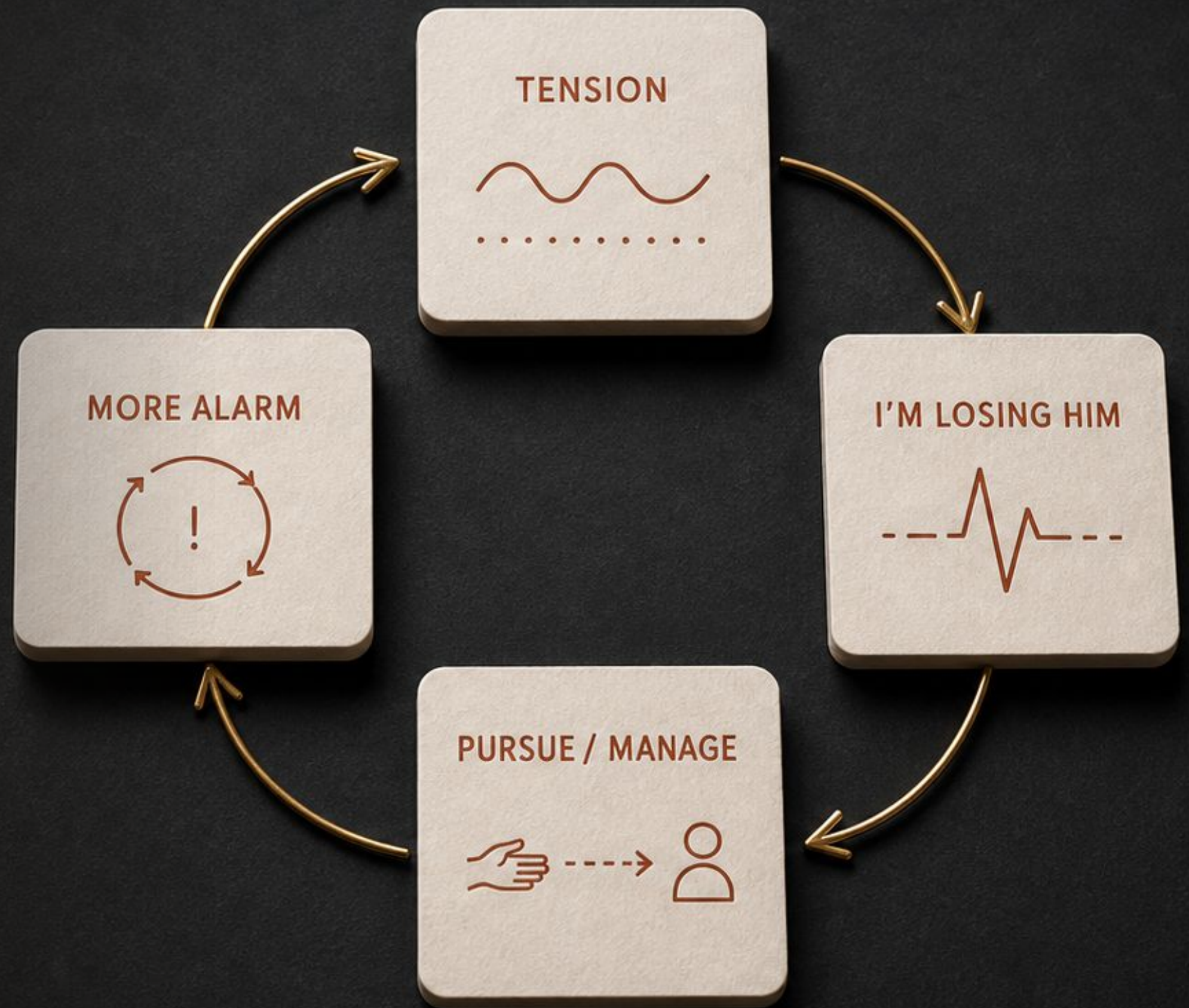
...



HER SYSTEM

The other person has
a loop too.

Different inputs. Same pattern logic.



Most fights run on *two moves*.

THE PURSUER

Pushes to fix it.

The push lands as *pressure*.



THE WITHDRAWER

Pulls back to keep it from getting worse.

The pullback lands as *abandonment*.

Each move makes the other one stronger. Which one are you?

Same machine, *different shapes*.

One names
what's wrong

the other goes
silent

One keeps the
peace

and slowly
disappears

One erupts

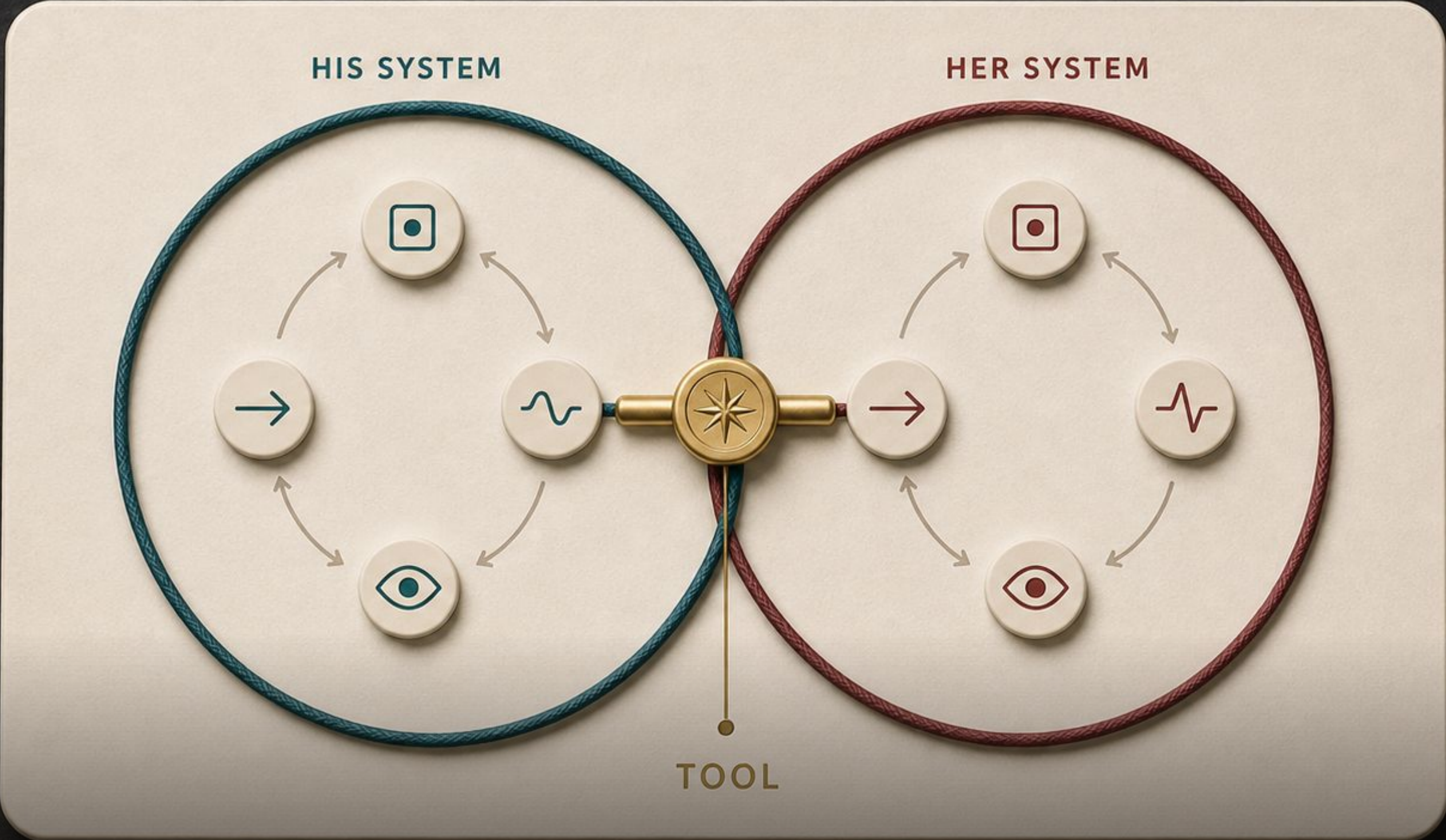
the other goes
cold

One is warm
with everyone

except at home

The Couples Compass is not two reports stapled together.

It maps how two systems come into *contact*.



Two systems. *One contact point.*

Three of them create the *friction*.

⚡ **Activates**

One pattern sets off the other.

⌘ **Reinforces**

Both feed the loop and make it stronger.

⌋ **Hooks**

One move pulls the other into reacting.

And three are where you *connect*.

⚡ Mirrors

The same wound underneath, in different words.

🛡 Protects

One of you softens or interrupts the other's pattern.

↔ Translates

Turns confusing behavior into something you understand.

The Compass finds the good contact too — not just the fights.

PRACTICAL EXERCISE

Find Your Contact Point

Where your loop and hers actually meet — and turn into each other.

Where your loops touch.

1

YOUR RESPONSE

From earlier.

you go quiet

→

2

HOW IT LANDS

Your best guess at how it lands
on her.

she feels shut out

→

3

WHAT SHE DOES

Your best guess at what she does
back.

she pushes harder

→

4

NEXT SITUATION

That becomes your next Situation.

you go quieter

What it looks like.

HIM He goes quiet to keep the peace.

HER She reads the quiet as *'he's gone,'* so she pushes to reach him.

HIM He reads the pushing as *'I'm failing,'* so he goes quieter.

| Quiet meets pursuit. *That is the contact point.*

Name your loop.

Give it a name you'd both recognize and could say out loud.

The Freeze-Chase

The Standoff

The Spiral

Naming it makes *the loop* the problem, not each other. Shared language you can use at home: 'we're in it again.'

Write your sentence.

One line you can say the moment the loop starts. Not to win — *to interrupt*.

IF YOU GO QUIET

"I'm not leaving. Ten minutes, then I'm back."

IF YOU PUSH

"I want to fix this with you, not at you."

Make it yours. Short enough to remember at 9pm on a Tuesday.

Even the best mechanic needs his *tools*.

You can be deep in your own work. So can she. But you cannot read each other by guessing.

A shared tool connects, synthesizes, and amplifies what you're each doing.

No guessing. Both systems. The real contact points.



It reads *two Compasses*. Not one.

Her real Compass. Her own words. *Not your guess.*

Structure on screen, not private reports. Private details stay private.

And this is what comes out the
other side.

*The instruction-manual
version.*

THE ARTIFACT

The Couples Compass

A map of a relationship, built from what the couple tells us.

I **EACH OF YOU** One system at a time.

II **BETWEEN YOU** Where your Responses become each other's Situations.

III **WHERE THIS IS
HEADING** A believable trajectory.

IV **WHEN IT'S HARD** Language for the first hot seconds.

The order is the logic.

First, each person becomes
visible.

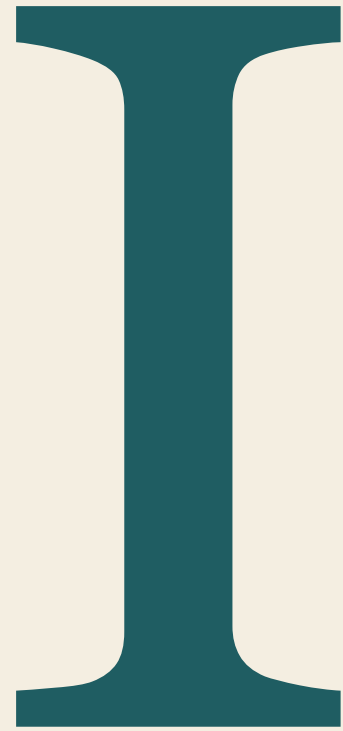
Then the space between them
becomes visible.

Then the future becomes
believable.

Only then do the tools land.

*Insight before
instruction.*

*Contact before
technique.*



MOVEMENT I · EACH OF YOU

One system at a time.

Each person gets a clean read of their own Box — Situation, Perception, Emotion, Response — then the hidden middle: where it came from, what it costs, what helps, and what is truer now. *Neither person is the problem. Each one becomes understandable.*

II

MOVEMENT II · BETWEEN YOU

Your Responses meet.

This is where the couple loop closes. His Response becomes her Situation. Her Response becomes his Situation. The Compass shows the contact point without making either person the villain — *two protections firing at once, finally introduced to each other.*

III

MOVEMENT III · WHERE THIS IS HEADING

Hope has to be specific.

The goal is not a polished couple who never fights. It is a pair who *catch the loop sooner, return cleaner, and let the room change*. This movement shows early signs, honest limits, and the direction their work is already pointing.

IV

MOVEMENT IV · WHEN IT'S HARD

Language for the hot moment.

Only now do the tools come in: what each person can say, how to repair after a hard one, and the named moves they already have. Then it turns the map into usable language.

THE PEAK, AND THE RESOLUTION

The closing letter.

It honors both sides without
flattening either one.

It admits the house will get loud
again.

It names the new cues.

| *Written to be read aloud, to each other.*

How to read it.

- ✓ Every line traces back to something the couple actually said.
- ✓ Not a diagnosis. Not homework.
- ✓ Built to return to, not to finish.
- ✓ *Ask* turns the map into usable language.

Private details stay private.

▶ LIVE

Couples Compass Demo

*Structure on screen, not private reports.
Private details stay private.*

Her own door. Her own Compass. *Her own work.*



A door, not a
deadline.

Do not take this home as an assignment.

Someone has to go first.

You *did*.

This is one tool in a *bigger system*.

YOUR COMPASS

mapped you.

HERS

maps her.

THE COUPLES COMPASS

maps the space between you.

| *We're building the rest: one operating system for the whole journey.*

* FIRST ACCESS

NLB clients and VIPs *go first.*

Early access to the Couples Compass opens to NLB clients
and our VIPs — before it's available to anyone else.



THE

Couples Compass

*The tool that explains
us.*