

# UNSTUCK

Live better every day

## WHAT IS UNSTUCK?

Unstuck is an 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, Unstuck makes it easy to get on-demand coaching whenever you need it.

Unstuck debuted in 2012 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.

The app soon garnered multiple awards and distinctions, including two Webby awards, an Appy award, two W3 awards, and named to Apple's Best of 2012 apps.

In 2014, the free web-based version of Unstuck launched in beta on [unstuck.com](http://unstuck.com) to meet consumer demand for access from other platforms.

## 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 don't feel appreciated by my boss.
- I'm stretched too thin because I want to do it all.
- Should we rent, build, or renovate?
- I've lost my motivation at work.
- 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.
- I don't know why, but I keep putting this off.
- Our relationship is going nowhere.

### Contact us:

For more information, please email [media@unstuck.com](mailto:media@unstuck.com)

### Visit our website:

[www.unstuck.com](http://www.unstuck.com)

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## 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.

### 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

## BENEFITS OF UNSTUCK

- iPad app and a responsive web app ensure that you can use Unstuck on any device
- 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
- The Unstuck Advice email, which provides a regular source of inspiration, tips, stories, and methods to get unstuck

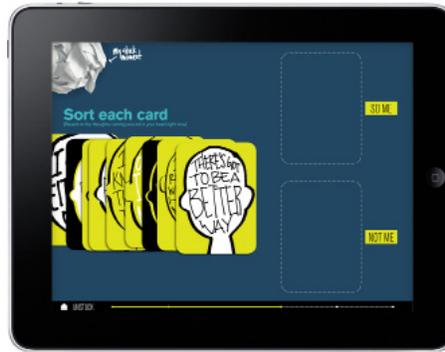
## WHAT'S THE STORY BEHIND UNSTUCK?

Unstuck is the brainchild of the people at SY, a company that consults with and builds digital products for business undergoing large-scale strategic change. Since 1994, we've worked the leaders of smart companies such as Apple, Nike, Facebook, IBM, and Disney to help them move past a stuck moment and make transformative change.

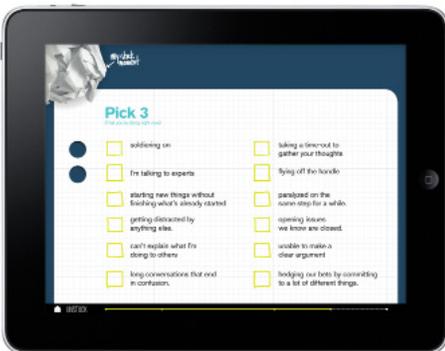
## SCREENSHOTS



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



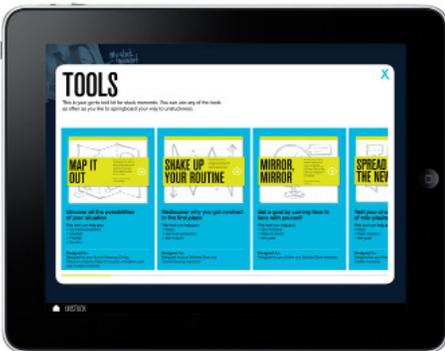
2. The Q&A focuses on how you're feeling, thinking, and acting in this situation.



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 10 of your stuck moments—and even share with trusted friends.