



PQlife

Empowering Clarity, Confidence, and Purpose with PQ Life

Introducing PQ Life, a science-based framework that helps unlock personal motivations and drive transformative growth.

What is PQ Life?



Science-based framework

Identifies 24 core passions and motivational drivers



Helps students and adults

Understand what energizes, frustrates, and focuses them

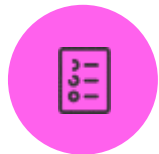
PQ Life is a transformative tool that empowers students, educators, and adults with the clarity, connection, and confidence they need to thrive. By understanding their unique passions and motivational drivers, individuals can unlock their full potential and embrace a path of purpose-driven growth.

Why PQ Life Stands Out



More motivational depth than personality tests

PQ Life goes beyond just identifying traits and labels, delving deeper into the core drivers and motivations that shape behavior and decision-making.



Action-based strategies

PQ Life provides tangible, practical strategies for individuals to apply in their academic, personal, and professional lives, not just theoretical concepts.



Clear pathways for growth

The PQ Life framework offers well-defined, personalized growth plans to help students and adults achieve their goals in a structured, guided manner.



Backed by coaching, training, and curriculum support

PQ Life is more than just an assessment - it comes with a suite of resources, including one-on-one coaching, workshops, and comprehensive curriculum, to ensure successful implementation and lasting impact.

PQ Life is a transformative tool that empowers individuals with the clarity, connection, and confidence needed to thrive, providing a comprehensive and actionable approach to personal and professional development.

PQ Life Philosophy - The 3 C's



Clarity

Understanding personal motivations and strengths.



Connection

Communicating and collaborating more effectively.



Confidence

Building resilience, self-worth, and purpose-driven behaviors.

PQ Life for Students

Improves classroom focus, motivation, and emotional regulation

PQ Life helps students better understand their core drivers and emotional triggers, empowering them to manage their attention and energy in the classroom.

Supports students with disabilities, anxiety, ADHD, and trauma

By identifying each student's unique motivational profile, PQ Life provides personalized strategies to address the specific challenges faced by neurodiverse learners and those dealing with mental health or trauma-related issues.

Enhances college and career readiness through passion-based insights

PQ Life helps students discover their intrinsic motivations and natural strengths, guiding them towards academic and professional paths that are aligned with their core passions and values.

Gives teachers tools to align instruction with student motivations

By understanding the unique motivational profiles of their students, teachers can personalize their instruction and create learning environments that are more engaging and effective for each individual.

PQ Life empowers students with the self-awareness, emotional regulation, and purpose-driven mindset they need to thrive in the classroom and beyond, setting them up for long-term success in their academic, personal, and professional pursuits.

PQ Life for Educators & Adults

- **Improves staff communication**

Helps employees communicate more effectively, leading to better collaboration and understanding.

- **Enhances leadership skills**

Provides insights and strategies for educators and administrators to develop their leadership abilities.

- **Boosts job satisfaction**

Helps educators and adults find greater fulfillment and purpose in their work.

- **Manages team conflict**

Equips teams with tools to navigate and resolve interpersonal conflicts more productively.

- **Builds trust and connection**

Fosters a culture of trust and understanding within work teams and organizations.

- **Reduces burnout and increases engagement**

Provides clarity and strategies to help educators and adults avoid burnout and stay motivated.

- **Supports goal-setting and personal growth**

Empowers educators and adults to set and achieve meaningful personal and professional goals.

PQ Passion Profile



72-question assessment

Produces a personalized
30-page report



Detailed descriptions of top passions

How they appear in daily
life



Insights into emotional triggers

Frustration patterns and
growth strategies



Education pricing available

For schools and large
cohorts

The PQ Passion Profile provides a deep dive into an individual's core passions and motivational drivers, empowering them with the self-awareness and strategies to thrive in academic, personal, and professional settings.

PQ Coaching & Workshops



1:1 Coaching

Personalized guidance for professional and personal development



Executive Sessions

Leadership development programs for management teams



Staff Kickoff Workshops

Introductory sessions to the 24 core passions and motivational drivers



Team PQ Dynamics

Collaborative sessions to improve team culture and communication

PQ Coaching & Workshops equip individuals and teams with the self-awareness, strategies, and support to unlock their full potential and achieve their goals.

PQ Student Insights



Customized academic and behavioral strategies

Personalized insights and recommendations to support each student's unique needs and goals



Career path suggestions

Passion-based guidance to help students discover fulfilling college and career options



At-home recommendations

Tailored guidance for families to continue supporting student growth outside the classroom



Used by counselors, SPED teams, and advisory programs

Empowers educators across disciplines to better understand and serve their students

PQ Student Insights provide a comprehensive, personalized approach to supporting each learner's academic, social-emotional, and career development.

How PQ Life Supports CreateTech



Integrates into SEL, advisory, MTSS, and CTE pathways

PQ Life seamlessly aligns with and enhances existing educational programs and frameworks, ensuring a comprehensive and cohesive approach to student development.

Helps identify the root causes of disengagement, frustration, and conflict

By understanding students' unique motivational profiles, PQ Life equips educators with insights to address the underlying factors that contribute to behavioral challenges.

Provides teachers with classroom insights to personalize instruction

The detailed PQ Life reports give teachers valuable information to tailor their teaching methods and strategies to the individual needs and preferences of each student.

Improves school climate and student-staff relationships

PQ Life fosters a deeper understanding and connection between students and staff, leading to more positive and supportive school environments.

PQ Life is a transformative tool that empowers educators to create more engaging, inclusive, and responsive learning environments, ultimately fostering the success and well-being of all students.

Implementation Models



Schoolwide Integration

Integrate PQ Life into SEL, advisory, and wellness programs across the entire school



Targeted Interventions

Use PQ Life to support SPED, counseling, and small group interventions



Leadership Development

Utilize PQ Life to improve team culture, communication, and collaboration



Community Engagement

Empower families and adults to explore purpose, career paths, and personal growth

PQ Life offers a versatile and customizable approach to empower students, staff, and the broader school community with transformative self-awareness and growth strategies.

Marketing Messaging - Core Talking Points



Discover what drives learning and behavior

PQ Life helps people uncover their core passions and motivational drivers.



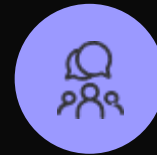
Non-judgmental, culturally responsive, and student-friendly

PQ Life utilizes inclusive language and approaches to support diverse learners.



Personalized strategies for focus, confidence, and success

PQ Life provides tailored insights and action-oriented plans to help individuals thrive.



A common language for growth

PQ Life empowers families, teachers, and students to collaborate and communicate effectively.

PQ Life is a transformative tool that provides the clarity, connection, and confidence individuals need to unlock their full potential and embrace a path of purpose-driven growth.

Marketing Script (Short Version)



Helps students and adults understand motivations, overwhelm, and learning

PQ Life helps students and adults understand what motivates them, what overwhelms them, and how they learn best.



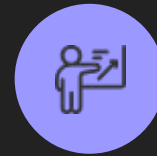
Helps teachers and families understand students better

Teachers and families love PQ Life because it helps them understand their students on a deeper level.



Improves focus, confidence, emotional regulation, and communication

It improves focus, confidence, emotional regulation, and communication.



Powerful tool for personal growth, academic success, and career readiness

It's a powerful tool for personal growth, academic success, and career readiness.



PQ Life is a transformative tool that empowers individuals to unlock their full potential and embrace a path of purpose-driven growth. By cultivating self-awareness, clarity, and confidence, PQ Life equips learners of all ages with the strategies they need to succeed in the classroom, the workplace, and beyond.