



Integral Life Practice PDA 2.0

Project Summary

Create an integrally inspired ILP 2.0 PDA of personal development that connects an audience interested in improving themselves with integrally informed content. This ILP 2.0 content will address their questions/confusion/inspirations about becoming more fully human. It will help them move from a cognitive understanding about these concepts to an “immersive” experience of the concepts. These immersive experiences have state change qualities to them that deeply address the changing of challenging habitual behavior.

Audience

ILP 2.0 has two audiences. The first is interested in improving the quality of their lives and is already familiar with the integral view. They know something of Integral theory, language and concepts. They will enter the ILP 2.0 experience through www.integrallifeppractice.com. The second audience is also interested in improving the quality of their lives but is not familiar with the Integral view. They will enter the ILP 2.0 experience through the marketing funnel at www.ilpanacea.com. More on what this means below.

We are making the assumption that both audiences have already tried self-help books, web courses and attended life events and workshops but are still looking for a more immersive response to their questions, confusion or inspiration about how to be a happier, more intelligent, more mature, more abundant person.

Approach

In the past Integral Life Practice began with selling the advantages of looking at your life through the Integral AQAL model and pushed the value of a “cross training” Integral practice. It was felt that the user needed to understand the Integral context of development before they engaged with any ILP content modules.

ILP 2.0 is taking an opposite or “inside out” approach of engagement. ILP 2.0 will begin by offering the user options that address whatever question they have arrived with. They will not have to know the Integral context. There will also be options to dive deeply into the Integral context and the value of its map, but the user will be given direct answers to their inquiry before being promoted to learn anything new.

Module Narrative

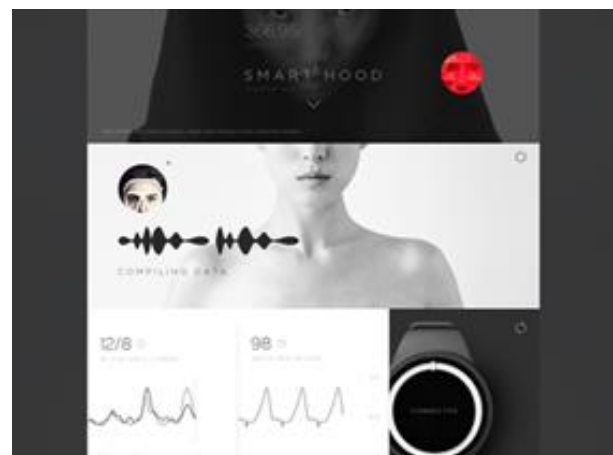
That being said, each ILP 2.0 module will be designed to move the user from a personal development view to an Integral view of the subject they want to engage with. It will address its topic by first stating a state the user will be familiar with. For example, “I have developed a very rich meditation practice but my life still seems to be a mess”. No doubt the user will have tried other people’s explanations of the issue in that statement but ILP 2.0 thought leaders will gently nudge them towards the value of an Integral view of this state statement. This suggestion will answer their question in a unique way that will encourage them to probe deeper. This first narrative arc of each module needs to reinforce the claim that an Integral approach is something different than what they have already encountered.

User Experience.

ILP 2.0 will offer two user visual experiences. When they are being asked a question about what they want to do or look at or choose from a menu of opportunities, ILP 2.0 will take a PDA approach. Simple and smart.



Once the user has made their choice the results of that choice will be displayed as tiled pages.



Core colors to used in fields are deep turquoise, teal and silver. Accents of red or white or purple can also be used.

What we are initially selling...

Personal Development applications that offer some aspect of an Integral view towards a question/inquiry. Each of the ILP 2.0 modules covers some aspect of an Integral practice within the content of the four quadrants. None of them address all aspects of the four quadrants but simply are a response to a particular action that may be taken in a quadrant or quadrants.

Topic: Body

Rob McNamera – Body Mind Moment Training

Sofia Diaz – Real Yoga

Mary Saunders – Living Your Wholeness – 5 Phases of Change

Lynn Royster – Living with Chronic Illness

Andrew Holecek – Death and Dying (Shadow)

Topic: Mind

Ken Wilber – Full Spectrum Mindfulness

Rob McNamara – Integral Leadership

Robb Smith – Changing Habits

Beena Sharma – Leadership

Terry Patton – Spirituality for Atheists

Roger Walsh – Full Spectrum Mental Enhancement (Shadow)

Topic: Spirit

Diane Hamilton – Four Perspectives of Awareness

Craig Hamilton – Integral Enlightenment – Living My Awareness

Helen Palmer – Obstacles to a Spiritual Practice

Paul Smith – Progressive Christianity

Topic: Relationships

Keith Witt – Loving Completely – The 5 Stars of Relationship

Diane Hamilton – Integral Relationships – Working with Perspectives

Keith Witt – The Shadow of Relationships

Entering the ILP 2.0 Experience Through Integrallifeppractice.com

We will run promotions to the audience familiar with the Integral view which will direct them to www.integrallifeppractice.com. They will have a number of options available to them.

- View featured ILP 2.0 modules
- Have questions answered concerning their personal development inquiry from an Integral view (Links to ILpanacea.com)
- Login – Manage their existing ILP 2.0 account or create a new ILP 2.0 account.
- Find out more about the Integral community/view.

Entering the ILP 2.0 Experience Through ILpanacea.com

We will run promotions to the larger personal development audience that is *not* familiar with the Integral view which will direct them to www.ilpanacea.com. They will be presented a menu of potential development questions that they can get a response to. These responses will begin with their question and then gently move towards the value of an Integral view to their inquiry. At any time within this Q&A matrix, the user may also see an example of an ILP 2.0 module or be directed to www.integrallifepractice.com to sign up to be a member.

The menu of topics addressed at www.ilpanacea.com is as follows:

1. Changing Habits
2. Your Body
3. Your Mind
4. Your Spirit
5. Your Relationships
6. Integral Life Practice