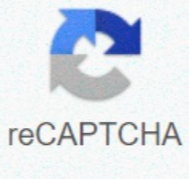




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The tempest sober

Holly Whitaker, founder of Tempestly Whitaker founded Tempest (formerly known as hip sobriety) in 2012 when she was determined to tackle her problem, but found out that the recovery program she needed didn't exist. With years of experience in the field of health care service and as a former director of a health-technology startup, Holly's vision has gone wide and deep: create a comprehensive digital platform for treatment and support for 90% of MIS-MIS users at 10% who are not considered "Alcoholic" for diagnosis or self-definition. Having served thousands of individuals on their path to recovery through their programs, educational courses and media, Tempest launches their 14th (!) Sobriety School, delivered for the first time through their own internally developed software and with the brand new Brand.female Founders Fund. Recently sat down with holly to learn about her inspiration to start the storm, because We need an aa-alternative, the power of the community, what students can expect from Sobriety School, its vision for the future, and more. What is the story behind Your inspiration in launching hip sobriety (now Tempest) in 2014? What's Tempest? The story actually goes back to 2012, when I was struggling with bulimia, alcohol addiction, pot addiction and a number of other things (like depression, anxiety). I was working at a health care company and my job was to make sure that every single person who walked through our doors could use their insurance card and get the care they needed, and I had this very ironic moment of finding myself out of that equation: My doctor didn't know how to treat me and he suggested AA, and my insurance card didn't work on things that I ended up using it to heal myself. At some point in my recovery, I was getting a grilled cheese to melting when it made me come that there's more going to be put up how we experience our grilled cheese sandwiches being made than in how to recover the disorder of substance use. That was the story: I needed something, that something doesn't exist, so I built it. Tempest, simply put, is a modern, affordable and desirable digital recovery solution for those who do not identify themselves as addicts or alcoholics or who do and do not want to use traditional recovery offers such as AA or rehabilitation. Why did you choose to revoke the sobriety of the hip at Tempest? What are the different iterations of the brand? (Hip weakness, storm, temperament). There have been many reasons, and the main one is because part of the old name (sober hip) puts too much emphasis on just one aspect of the journey - sobriety. Sobriety is a fruit of the not a destination or a measuring stick, and he fails to capture that the work we don't do is not just to get rid of alcohol, but to get rid of it entirely. Tempest - which simply means "a violent storm" - made perfect sense to us, because what we do here is turn around and face our storms. That's where we stop working, we start, we start. And where we use the storm of our lives to build us something. It is an appeal to the action, a testimony of our courage, a reminder that everything we want to start here. The Temper is a multi-contributor content site, which is located under the aegis of Tempest. For those who are not familiar with the sobriety market, it would be useful to know the available options and the panorama. What are the options and resources available, and why do you think there was so much need than a new and different version of the AA? Take alcohol alcohol (leaving all the unlawful drugs). About 70% of American adults drinks; At the inside of this population, about 10% are those that we seriously call addicts and about 10% of these individuals undergo treatments. Overall, 2.2 million people at the year submit to treatment for disorder for use in other words, some studies show that about 51 million Americans are in the spectrum of problematic alcohol consumption, and at most we are treating 4.3% of them. Over 70% of rehabilitation centers are based on AA. Almost all the solutions that a person who tries to stop drinking will find are informed by Alcoholics Anonymous, created in 1935, and based on an archetype "the white man, of the high class, straight, male. Not everyone, but a sufficient number of AA assumes that participants have masculine privileges and try to lower them. That I am saying is that the world needed something with a lower barrier at the entrance, more accessible, so be able to treat more than 4% of the dependent population. The world also needed something that did not believe that your problem with alcohol derived too much power, too much ego. So we built the thing. You ever choose sobriety. Why is cultural / generational change? What are the reasons why people (who are not typically re-entered in the AA category) choose to remain sober? Most of us suppose we should make alcohol work in our lives; I think many people are beginning to understand that it is not necessary; That we don't have to drink or that alcohol is not equivalent to good life as industry or marketing would take us. Believe me. That's all. It is a carcinogenic neurotoxic chemical substance, linked to at least seven tumors, loss of gray matter, reduction of lifespan. It is the drug number one from rape, linked to a percentage between fifty and ninety percent of all sexual aggressions (depending on the age). A glass of alcohol will give you twenty minutes of a good feeling "Maxá" before it is regulated by the answer to of the body (ie, dopamine swings and depressive effects are contrasted with opposite processes (adrenaline release, cortisol, etc.) which last beyond the initial level; regardless of how much we drink, we always remain Outside. To me the question is not "why do we drink less than something that kills us, assists in sexual predation and assault, shortens our life spans, ruins our memory, eats away our self-esteem, causes cancer, etc." "the question is "why is someone still drinking? For many people, a strong community is essential to get and stay sober. How do you feel about the Tempest community? AA has grown from a small group of men in Ohio and New York to an organization that serves almost three million people in almost every country; this is not an accident, it's genius. People need people to stop. Our world needs more connection, and not just fleeting encounters through our phones. Connection and community are built into every cell of our being here. That's the first and last thing. Speaking of community, Tempest members are extremely passionate. Could you share some anecdotes about how people respond and get involved with the brand? One thing I was talking about at the beginning was an idea of social proof "we see people doing something in public, we're more likely to do it. Alcohol recovery has traditionally been "anonymous": something shameful and something you plan to handle yourself in the privacy of your life. The message we get is "carry it, don't talk about it, don't spoil the party for other people who can still drink. Solve it, but don't bother us about it". I wanted the opposite. Social proof is why I bought an iPod years ago; I saw white headphones everywhere, I wanted an iPod, I wanted in that trend. I tried to devise a way to do that with recovery, and I came up with a tattoo, a tattoo that means "teetotaler" (a teetotaler is another name for someone who doesn't drink). My co-host podcast and I went and got the tattoo in 2016, and it took off "there are a large number of people who have the tattoo now. I'd say it's one of the best anecdotes for passion. I need to be clear, though, the passion is not for the brand. It's for an idea of something that didn't exist until recently: pride in our darkest places. You're launching the first iteration of the Tempest Sobriety School in its rolling format on June 13. What do you mean What can you expect from the school/programming? This will be our 14th school of sobriety, delivered for the first time through our internally developed software and with the new brand. Registration opens on 28 May, and school starts on 13 June. Anyone who joins the school can expect a forever altered relationship with himself, and alcohol. We all ourselves a school of sobriety but we do much more: we provide a new way of life, and most people do not feel they will ever have access. We're doing a great job of giving people space, fall in love with themselves, with this world, with each other, with their lives. When it comes to hiring, how did you think about the diversity of experiences of your employees employees? How do you plan to take, and how did you do / influence the user experience with students as part of your team? I think of the word "unconditional" "Not even the diversity in terms of skill, race, ethnicity, gender, sexual orientation, class "It is also the diversity as we work with people who are counted by life. My friends (E!) are people who They did horrible things "I know a lot of people who dried drunk with their children in the car or took their children; People with criminal records, etc. Because we treat addiction through the criminal justice system and criminalizes people in pain. Did you know that about 65% of employers believe that anyone who suffered dependence is unemployable? 65%. The other part of this is the one in historically marginalized and oppressed populations (people of color, LGBTQia, women, etc.), you have larger average dependence rates. Which means: we must assume for people who count all of us, who are able to lengthen that place of unconditional acceptance for all students and employees, who are part of the populations for which we are building. This means that we invest in hiring our students (we offer a living salary - our lowest payment position if \$ 5220), and invest in recruitment of women and people of color, women, trans and genus non-compliant and members of The LGBTQIA community. We have invested in advance in De & i. crisis intervention and design centered on man. What is your vision for the Tempest / Hip sobriety? Where do you see the company / brand that goes to the next 5 years? Adding additional verticals, such as food disorder treatments, as well as the double diagnosis for PTSD / south / south sexual; See you the creation of a very large presence actually -Vita at national and international level, and see you to create additional brands to capture different markets. We are focused only on women, trans and non-binary people right now (we accept men in the program, but we will build us for non-CIS-MEN). For those curious in learning more about the attenuation of being sober, you can recommend some of your favorite resources (books, podcasts, websites, instagram accounts)? My Instagram account (@holly) and my old blog (hipobriety.com) and the Tempra Meme (thetemper.com); I love Annie Grace's work (her book of her this naked mind is phenomenal); Marc Lewis's work is wonderful (biology of desire), my friend Ruby Warrington has a great book called curious sober, and many streets of Charlotte Kasl, a journey is brilliant and so in front of her time. weather.

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