

# OUTBEHAVING FOR CULTURAL ICONS – FUNCTIONAL ELEMENTS

**Sections:** Live | Identity | Purpose | Daily Life | Money | Care | Community | Ownership | Circle | Career | The Team

## LIVE (Personalised Scroller) “Your life, in motion”

[https://docs.google.com/document/d/e/2PACX-1vQtvBVeUB77fT07DGjAaDLZjFng\\_nrCF9XqHnz62yxcZ5MjAsWje4ZP8bYE-Je7m6yADKemOk6lA/pub](https://docs.google.com/document/d/e/2PACX-1vQtvBVeUB77fT07DGjAaDLZjFng_nrCF9XqHnz62yxcZ5MjAsWje4ZP8bYE-Je7m6yADKemOk6lA/pub)

The intelligent, personalised front-end of Outbehaving. It synthesises snapshots from every pillar into a dynamic feed that surfaces exactly what matters to you in the moment.

- **Pulse Check** – A real-time view of your “Safe to Spend” funds (refined for irregular income and finite careers), upcoming pressure signals and emotional energy. Provides instant clarity on your financial and personal capacity for the day.
- **Priority Navigator** – A smart, time-sensitive timeline of what needs attention. Merges life admin, financial deadlines, and personal commitments – with added career obligations, contract milestones, and industry deadlines – into one clear, stress-reducing path.
- **Momentum & Wins** – A visual narrative of your progress. Celebrates milestones, savings, and completed goals, alongside creative achievements, audience growth, and personal brand reputation, turning daily actions into a scrolling feed of motivation.
- **Owner’s Lens** – Live updates on your stake in Outbehaving. Shows how participation grows your personal equity in either the **Champions** or **Cultural Icons** ownership pool and highlights opportunities to influence the company’s direction and align with society.
- **Intelligent Nudges** – Personalised, timely prompts for action. Surfaces reminders, alerts, or wellbeing suggestions – including reputation alerts and industry opportunities – only when they are most useful for your schedule.

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## 1. IDENTITY – “Who you are and who you are becoming”

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- **Foundations** – Core personal details, life setup, work, family, traits and habits. Simple check-ins on who you are now and who you want to become. For cultural figures, this

includes artistic/athletic roles and grounding influences so support remains human.

- **Your Life Today** – How life feels right now. Gentle reflection prompts to capture mood, energy, and priorities without pressure – specifically capturing public pressure or identity conflict as signals for private support.
  - **Values & Priorities** – What matters most to you in this season of life. Guides suggestions, tone and decisions across Outbehaving, ensuring commercial choices align with your authentic self.
  - **Strengths & Growth Areas** – Highlights your natural talents and areas you'd like to develop. Optional, private, and compassionate.
  - **Pressures & Pain Points** – Where life feels heavy, stuck or stressful. Captures challenges, including income volatility or public scrutiny, so Outbehaving can focus on meaningful support.
  - **The Legacy Vault – [Cultural]** A digital time capsule for your future self. Store messages, videos, memories, and ideas for future release, ensuring your story is told your way.
  - **Who You're Becoming** – Forward-looking identity. Short-term and longer-term goals, plus optional collective purpose: how you want to feel and act as part of the Outbehaving community, as an Outbehaving owner. Includes tools to reduce "loss of identity" when career attention fluctuates.
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## 2. PURPOSE – “Direction, meaning, and goals”

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- **Focus & Meaning** – What feels important right now. Seasonal, directional, non-pressured reflection to prioritise effort. Includes how visibility is used in service of values rather than ego.
- **Goals & Direction** – Practical, flexible goals in personal, family, health, work, financial, community and Outbehaving participation. Define "success" on your terms – training harder, gaining followers, saving for a home, fundraising for a community project.
- **Life's Challenges** – Honest capture of barriers, obstacles, or battles you face. Provides context for support, coaching, resolution and nudges.

- **Repair, Growth & Reconnection** – Intentional space for facing past regrets, rebuilding relationships, and personal development. Private, safe, and action-oriented.
  - **Transition & Legacy** – **[Cultural]** Structured planning for life after peak career – retraining, entrepreneurship, or phased transition strategies – ensuring purpose remains intact when the spotlight moves.
  - **Mission, Contribution & Progress** – Bridges personal effort to collective purpose. Shows impact, acknowledges milestones, and links individual growth (and public influence) to shared community progress.
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### 3. DAILY LIFE – “Making everyday life lighter”

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- **Money & Life Overview** – A simple, joined-up snapshot of income, spending, bills, commitments and upcoming pressures. Designed to reduce overwhelm and give instant clarity without judgement.
  - **Utilities & Bills Manager** – One place to view, track and optimise household bills. Highlights upcoming renewals, opportunities to save, switch or consolidate, with trusted guidance and reminders.
  - **Logistics & Travel** – **[Cultural]** Management for career events, including travel, equipment checklists, and time-zone handling, surfaced alongside daily admin. Cultural, legal, and financial insights for moving to new cities or countries for tours, transfers, or filming.
  - **Subscriptions & Memberships** – Identifies active subscriptions and recurring payments. Flags waste, duplication or forgotten services, including professional tools and high-volume creator admin.
  - **Reminders & Appointments** – Keeps important dates, renewals and commitments in one place. Practical prompts for life admin, financial deadlines and personal responsibilities.
  - **Everyday Improvements** – Subtle, personalised suggestions to make daily life easier or cheaper. To educate and grow as an individual and with a community. Only relevant, never intrusive.
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## **4. MONEY – “Clarity, confidence, and control”**

[https://docs.google.com/document/d/e/2PACX-1vRjWB3HwWwdhhmo3Oj77XUBwSKgoDV3z4m2T2Q\\_Hws8Ndzu5zw9UCmEc1cFcXYQlvJ5zz-uEV99sCP7/pub](https://docs.google.com/document/d/e/2PACX-1vRjWB3HwWwdhhmo3Oj77XUBwSKgoDV3z4m2T2Q_Hws8Ndzu5zw9UCmEc1cFcXYQlvJ5zz-uEV99sCP7/pub)

- **Banking, Accounts & Wallet** – A clear view of bank accounts, balances and transactions through secure connections. Designed for understanding and control, with specific "Safe-to-Spend" logic for irregular income and automated tax-reserve calculations.
- **Spending Insights & Budgeting** – Gentle analysis of spending patterns with simple signals. Includes revenue breakdown by contract, royalty, or merch, including agent splits, and warnings if investments look off-track.
- **Savings & Goals** – Flexible saving pots for short-term needs, long-term ambitions or shared goals. Visual progress builds motivation without pressure.
- **Lending & Mortgages** – Clear visibility of existing borrowing, repayments, and interest, alongside guidance on better options where appropriate. Tailored for "non-standard" professional income profiles, helping secure homes and assets despite variable earnings.
- **Insurance Protection** – A simple overview of all insurance policies in one place. Includes industry-specific risk cover (serious injury, event cancellation, loss of earnings, equipment protection).
- **Pension & Long-Term Planning** – Simple consolidation of all pensions with plain-English views of long-term financial health. Includes scenario planning for cashflow smoothing and “life after the spotlight”.
- **Legal & Reclaim** – Support for all your legal needs, including conveyancing, wills, and financial redress. Added fast-track workflows for contractual non-payment, royalty disputes or industry exploitation.
- **Investments & Wealth** – Simple, guided access to investing, from micro-investments to longer-term wealth building and expert wealth management. Education, choice and transparency first.

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## **5. CARE – “Protection, balance, and reassurance”**

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- **Protection & Cover** – Overview of current insurance. Highlights gaps, overlaps and risks – specifically professional liabilities – so users feel safer and better informed.
  - **Wellbeing & Balance** – Light-touch insights into stress, energy, fitness and balance. Includes dealing with fame, loss of form, burnout prevention and injury triage.
  - **Abuse & Exploitation Reporting – [Cultural]** Secure, confidential reporting to shield against fame-driven exploitation. Includes evidence capture, safe-storage, private legal support and optional Outbehaving investigation.
  - **Guidance, Learning & Education** – Trusted explanations, tools and learning tailored to life stage, phase of career and needs. Helps users build confidence and empowerment.
  - **Emergency & Crisis Support** – Clear, calm guidance for unexpected or difficult moments. Includes rapid-response protocols for reputational or physical emergencies with clear immediate steps.
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## 6. COMMUNITY – “Shared experience and collective strength”

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- **Community Feed** – A moderated space for shared stories, progress and insight. Purposeful, respectful, and grounded in real life.
- **Mentorship & Peer Support** – Opportunities to offer or receive guidance from people who understand. Includes direct mentor matching between **Champions** and **Cultural Icons**.
- **The Mistake Library – [Cultural]** A collection of raw, honest stories from peers about "what not to do" – covering contract errors, financial mistakes, and relationship traps to help others avoid the same.
- **Collective Buying Power** – Uniting the Outbehaving community to unlock exclusive, mass-discounted rates on essentials – from health, sportswear and equipment to subscriptions, utilities and insurance. Turns individual spending into collective leverage – ensuring the community wins together.
- **Initiatives & Good Causes** – Optional group actions around social, environmental or financial causes. Participation connects personal effort (and public reach) to wider impact.

- **News and Social** – Relevant updates, stories and perspectives that matter to the community. Designed to inform, not overwhelm.
  - **Champions and Icons Feed** – Voices of respected figures who align with Outbehaving values. Sharing the journeys and humble beginnings – and contract/career lessons – influence used responsibly.
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## 7. OWNERSHIP – “Power, participation, and shared value”

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- **Your Ownership** – A clear view of your stake in Outbehaving, estimated equity-value and dividends. Reinforces that users are owners, specifically identifying your position in the **Champions** or **Cultural Icons** pool.
  - **Grow Your Ownership** – Shows how participation, learning, mentoring, referrals and contribution increase ownership over time. Transparent and motivating.
  - **Project & IP Equity** – Simple ledgers for collaborators to manage revenue share, rights splits, and project-level equity with transparent records.
  - **Company Value & Insights** – Simple and visual insight into Outbehaving’s growth, value, owner numbers, engagement and future prospects.
  - **Voting & Governance** – Tools to shape decisions, policies and direction. Ownership expressed through real influence, including influence over creator-specific programmes.
  - **New Ventures** – Shared insight and optional access to businesses Outbehaving is investing in, partnering with or acquiring. A view into the ventures the community collectively supports and benefits from as Outbehaving grows. Submit your own personal venture for consideration to support, partner with or invest in.
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## 8. CIRCLE – “Shared life, living together”

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- **Children & Young People** – Learning life, safely: Age-appropriate visibility and tools that help children understand money and responsibility through real examples.

- **Partners & Households** – Shared clarity, reduced tension: A private space for partners or households to see shared money and goals clearly, supporting calm decision-making.
  - **Career Circle – [Cultural]** Extend Circle permissions to managers, agents, or legal advisers with granular access controls, staged approvals, and audit trails.
  - **Support & Care Circles** – Support without intrusion: Permission-based views and gentle coordination for trusted care relationships.
  - **Consent & Audit Logs – [Cultural]** Clear records of who viewed or acted on your data, providing transparency and safeguarding against professional exploitation.
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## 9. CAREER [Cultural] – “Make your work pay, safely and fairly”

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- **MatchMaker** – The accredited connection platform. Matches Icons with Outbehaving-approved agents, brands, sponsorship opportunities, and legal professionals who have signed our ethical charter. Puts trust, transparency, and safety at the core of every new deal.
- **Contract Hub** – Centralised storage for all professional documents. Upload contracts for AI-powered risk scanning. Compares against industry benchmarks, detects unfair clauses, auto-extracts key dates, obligations, and termination clauses; flags exclusivity issues and sends renewal alerts.
- **Deal Pipeline & CRM** – Manage offers, negotiations, and brand conversations. Track deal stages, briefs, and deliverables with simple, structured approval workflows. Ensures nothing falls through the cracks.
- **RepCheck & Positioning** – Tools to evaluate potential partners, define your personal message, and guide ethical brand and content strategy. Provides brand health, reputation exposure, and audience trust signals to support high-stakes decisions and protect long-term professional positioning.
- **Rights & IP Tracking** – Canonical registry for works, rights, and revenue metadata. Track streams, sales, and expected royalty payments to ensure creators are properly compensated and fully informed.
- **Brand & Audience Builder** – Practical playbooks and templates for authentic audience growth, content strategy, and brand execution. Guardrails support disclosure, authenticity, and alignment with long-term professional positioning, while performance

insights help refine reach, engagement, and commercial impact.

- **Career Intelligence & Planning** – Forward-looking tools to support strategic career decisions. Provides career phase modelling, income diversification insights, opportunity timing guidance, burnout and overexposure risk signals, and long-term wealth and brand durability forecasting.
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## 10. THE TEAM [Cultural] – “Protect the engine that makes you great”

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- **WatchTower** (Threat Intelligence) – Monitors for emerging risks to your privacy or reputation (gossip sites, leaked data). Flags risks to you and your Inner Circle before they escalate.
- **Access & Accountability** – Manage your professional team with role-based access for staff. Controlled permissions for payments, calendars, travel bookings and creative sign-offs.
- **Performance Rhythm** – Track work intensity and recovery. Surface nudges to safeguard physical and mental longevity during tours, seasons, or high-pressure projects.
- **The Support Network** – Direct access to a directory of vetted, specialist advisors (physios, psychologists, security) who understand the specific needs of the industry.
- **Dispute & Conflict Resolution** – Structured, private intake for handling friction within the team or with external partners before it escalates into a crisis.