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🔥 Obsession Redirect Inventory - Full Assessment Tool

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Measures the ability to channel obsessive energy into productive, creative, or entrepreneurial work

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Purpose

The Obsession Redirect Inventory assesses whether participants are successfully transforming obsessive thinking patterns from destructive targets (substances, behaviors) to constructive targets (business, creativity, problem-solving).

Core hypothesis: Obsessive energy doesn't disappear—it gets redirected. Success = channeling obsession toward creation, not elimination.

Theoretical Foundation

Vallerand's Dualistic Model of Passion

- **Obsessive passion:** Rigid, compulsive engagement that controls you
- **Harmonious passion:** Flexible, autonomous engagement you control
- **Legacy Rising angle:** Can obsessive energy be redirected toward harmonious targets?

Lewis: Neuroplasticity & Habit Formation

- Addiction = learned pattern, not permanent state

- Brain rewires based on repeated focus
- Obsessive thinking about business problems can replace obsessive thinking about substances

Csikszentmihalyi: Flow Theory

- Deep focus on challenging work = flow state
- Flow is healthy obsession
- Entrepreneurs experience flow through problem-solving

Assessment Structure

Format: 24-item self-report scale

Response scale: 1 (Never) to 5 (Always/Daily)

Timeframe: "In the past 2 weeks..."

Time to complete: 7-10 minutes

Administration: Intake, Week 4 (mid-program), Week 8 (graduation), 3-month, 6-month follow-up

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Item Bank

Subscale 1: Destructive Obsession Patterns (8 items)

Measures intensity of obsessive thinking about harmful targets (reverse scored)

In the past 2 weeks:

1. I spent a lot of time thinking about substances or behaviors I'm trying to avoid. **(R)**

2. I felt consumed by cravings or urges that were hard to control. **(R)**

3. My thoughts kept returning to old habits even when I tried to focus on other things. **(R)**

4. I had trouble sleeping because my mind was fixated on things I'm trying to let go. **(R)**

5. I felt powerless to stop thinking about destructive patterns. **(R)**

6. I felt like my obsessive thoughts were running the show. **(R)**

7. I gave in to compulsive behaviors because I couldn't redirect the energy. **(R)**

8. I felt stuck in thought loops that didn't serve me. **(R)**

(R) = Reverse scored

Subscale 2: Constructive Obsession Redirection (8 items)

Measures intensity of obsessive focus on productive targets

In the past 2 weeks:

1. I spent hours deeply focused on my business idea or creative project.

2. I woke up thinking about solutions to problems I'm working on.

3. I got lost in my work in a good way—time flew by.

4. I felt energized (not drained) after spending time on my business or project.

5. I channeled intense focus into building, creating, or learning.

6. I caught myself obsessing about my work and felt good about it.

7. When I had a problem to solve, I couldn't stop thinking about it until I found an answer.

8. I directed my obsessive energy toward something meaningful.

Subscale 3: Awareness & Control (8 items)

Measures metacognitive awareness of obsessive patterns and ability to redirect

In the past 2 weeks:

1. When I noticed unhelpful obsessive thoughts, I consciously redirected them.

2. I recognized the feeling of obsession and chose where to point it.

3. I used tools or strategies to shift my focus when needed (journaling, calling someone, working on my project).

4. I felt in control of what I obsess about, rather than controlled by obsession.

5. I noticed when I was spiraling and took action to redirect.

6. I chose what to think about deeply, rather than having thoughts choose me.

7. I treated my obsessive energy as a resource I could direct.

8. I had moments where I successfully turned a craving into creative action.

Scoring

Subscale Scores

Destructive Obsession (Items 1-8, reverse scored):

- Range: 8-40

- Higher score = LESS destructive obsession (good)

- Lower score = MORE destructive obsession (needs support)

Constructive Obsession (Items 9-16):

- Range: 8-40

- Higher score = MORE constructive focus (good)

Awareness & Control (Items 17-24):

- Range: 8-40

- Higher score = GREATER metacognitive control (good)

Total Obsession Redirect Score

- Sum all subscales

- Range: 24-120

- **Interpretation:**

  - 24-48: High destructive obsession, low redirection

  - 49-72: Transitional—some awareness, mixed patterns

  - 73-96: Active redirection—constructive obsession emerging

  - 97-120: Mastery—obsession as superpower

Expected Trajectory

- **Intake:** 50-65 (still struggling with destructive patterns)

- **Week 4:** 65-75 (awareness increasing, some redirection)

- **Week 8:** 75-85 (constructive obsession taking hold)

- **6-month:** 80-90+ (sustained redirection)

Administration Protocol

Intake

- Frame: "This helps us understand how your mind works—no judgment"

- Explain: "Obsession isn't bad. We're going to help you aim it."

- Normalize: "Many successful entrepreneurs are obsessive. It's a feature, not a bug."

Week 4 (Mid-Program Check-In)

- Review scores with participant

- Identify: Which destructive patterns are fading? Which constructive ones growing?

- Adjust: Personalize Module 3 based on redirection progress

Week 8 (Graduation)

- Celebrate change: Show visual graph of score progression

- Identify: What strategies worked for redirection?

- Plan: What will you obsess about next (in a good way)?

Follow-Up (3 & 6 months)

- Email/text survey + $25 incentive

- Track: Does redirection stick without program structure?

- Red flags: Scores dropping back = alumni needs re-engagement

Clinical Use: Red Flags & Interventions

Red Flag Patterns (Trigger Support)

Low Awareness & Control (Subscale 3 < 20):

- Intervention: 1-on-1 coaching on metacognition strategies
- Tool: Thought diary—track obsessive thoughts, rate intensity, practice redirection

High Destructive Obsession (Subscale 1 < 25 after reverse scoring):

- Intervention: Refer to mental health support, increase check-in frequency
- Tool: Crisis plan—who to call, what to do when thoughts are overwhelming

Low Constructive Obsession (Subscale 2 < 20 at Week 4):

- Intervention: Help find more compelling business idea (passion mismatch)
- Tool: Passion Audit—what lights you up? What problems piss you off enough to solve?

Validation Plan

Phase 1: Content Validity

- Expert review: Addiction counselors, entrepreneurs in recovery, psychologists
- Language check: Is "obsession" stigmatizing or empowering? (Test with community)

Phase 2: Pilot Testing (Cohorts 1-2)

- **Sample:** 20-30 participants, multiple time points
- **Metrics:**
  - Internal consistency per subscale ($\alpha \geq 0.80$)
  - Test-retest reliability (1-week interval, $r \geq 0.70$)
  - Sensitivity to change (do scores improve over 8 weeks?)

Phase 3: Construct Validity

- **Convergent:** Should correlate with Vallerand Passion Scale (harmonious passion)

- **Discriminant:** Should NOT correlate with unrelated constructs (e.g., IQ)

- **Concurrent:** Compare with clinical assessments of craving/compulsion

Phase 4: Predictive Validity

- Does higher redirection score at Week 8 predict:

  - Recovery stability at 6 months?

  - Business persistence?

  - Life satisfaction?

Qualitative Companion Questions

Ask in 1-on-1s to go deeper

1. **Obsession mapping:** "What did you used to obsess about? What do you obsess about now?"

2. **Redirect moments:** "Tell me about a time you felt a craving and turned it into creative action."

3. **Flow experiences:** "When do you lose track of time in a good way?"

4. **Energy signature:** "What does obsessive energy feel like in your body? How do you know when to redirect it?"

Curriculum Integration Points

Module 1: Reframing Obsession

- Administer ORI at intake

- Teach: "Obsession is raw material, not a defect"

- Activity: Obsession timeline (past → present → future)

Module 2: Builder Identity

- Show: Constructive obsession = builder mindset
- Practice: Redirect exercises when cravings hit

Module 3: Entrepreneurship Bootcamp

- Channel obsession into problem-solving
- Normalize: "Entrepreneurs are obsessive—you're in good company"

Module 6: Legacy Building

- Reflect: What will you obsess about for the rest of your life that serves you and others?

Licensing & Publication

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Publication goal: Validate and publish in *Addiction Research & Theory* or *Journal of Substance Abuse Treatment*

Licensing revenue: Charge treatment centers $500-$1,000/year for unlimited use

Next Steps

- [ ] Expert panel review (recruit 3-5 reviewers)
- [ ] Community language testing (is "obsession" the right word?)
- [ ] Create digital version (Google Forms/Qualtrics)
- [ ] Pilot with 5 people (refine items based on feedback)
- [ ] Administer to Cohort 1 at all time points
- [ ] Calculate reliability statistics after Cohort 2
- [ ] Compare with Vallerand Passion Scale for validity
- [ ] Write case study of high-scoring participant for marketing