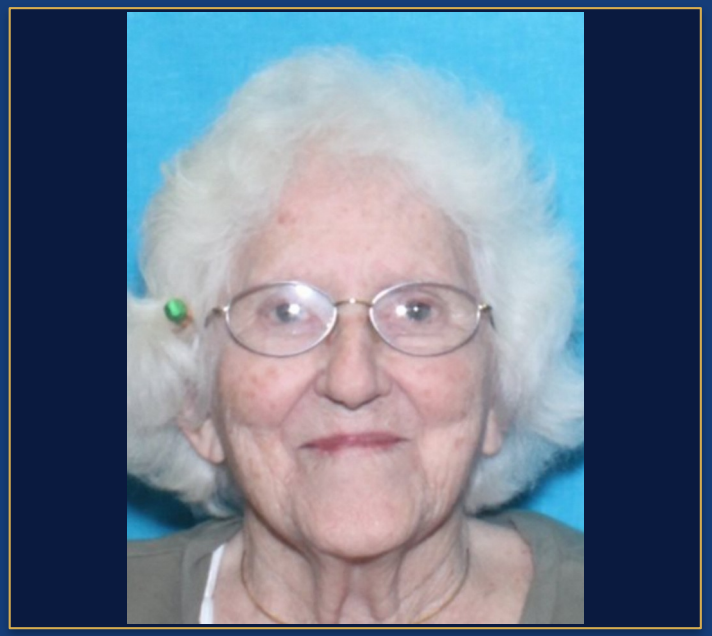


BENTLEY STANCIL · age 9 · Wendell, North Carolina



NOLAN WELLS · age 18 · Ocean Springs, Mississippi



BETTY CULLER STOCK · age 87 · Morganton, North Carolina

# Two came home. One did not.

02 · SESSION FRAME

# THIS IS A WORKING SESSION.

## A leadership conversation about closing the gap between vulnerability and coordinated action.

**NOT MEDICAL**

We are not diagnosing or treating.

**NOT PROFESSION-SPECIFIC**

This requires cross-sector alignment.

**NOT A FEATURE DEMO**

The workflow is the work.

**Watch Owl™ is a human-centered safety and response workflow platform designed to move authorized information to the right people at the right time, so caregivers, responders, institutions, and leaders can act faster when minutes and lives matter.**

**Serve people • Protect dignity • Reduce uncertainty • Accelerate response • Help save lives**

This is a working session. You will leave with three skills and one method you can use tonight.

**We identified a human problem, and we are building the workflow required to respond to it.**

The person is the mission. The platform supports the coordinated response workflow.

03 · THE LEADERSHIP BURDEN

# WHEN MINUTES MATTER — SERVE, SAVE, AND PROTECT.

**A vulnerable moment becomes dangerous when a person cannot be located, identified, heard, or protected in time.**

A person in crisis may not be able to self-advocate. The system around them must be ready to locate, identify, understand, and respond without stripping away dignity, privacy, or safety.

## The leadership burden

**Care is not only a feeling. Under pressure, care must become a system that moves the right information to the right people before harm increases.**

**WHAT MAY BE MISSING**

- Name
- Location history
- Medical/accessibility context
- Caregiver contact
- Immediate risk
- Who owns the next action

**Urgency without clarity creates confusion. Clarity with action can help save lives.**

04 · PURPOSE INTO PRACTICE

# HUMAN-CENTERED MISSION: WHY PURPOSE MUST BECOME STRUCTURE.

**Human-centered safety is service made visible through systems, accountability, dignity, and response discipline.**

**Purpose is powerful. Structure makes it executable.**

A mission that protects people impacted by dementia, Alzheimer's, and trafficking risk cannot remain only inspirational. It must become a responsible operating model with people, process, budget, validation, and measurable outcomes.

### 01 Vision must cascade

The assignment must move from heart to strategy, from strategy to action, and from action to measurable impact.

### 02 Execution must be disciplined

Compassion is not enough. Excellence requires timelines, ownership, decision rules, and follow-through.

### 03 Impact must serve people

The work must relieve burden, protect dignity, create access, and strengthen the communities we say we love.

**The people are the reason. The workflow is the bridge. Execution makes it dependable.**

05 · OPERATING ARCHITECTURE

# FIVE PILLARS OF EXCELLENT EXECUTION.

## The architecture that moves a calling from idea to implemented impact.

### CORE VALUES

Integrity, compassion, stewardship, accountability, excellence.

### VISION

A clear destination people can understand, repeat, resource, and measure.

### CASCADING VISION

Mission → strategy → goals → weekly actions → measurable outcomes.

### EXCELLENCE IN EXECUTION

Ownership, timelines, operating rhythms, accountability.

### DIVERSITY IN COLLABORATION

Different skills and experiences strengthening one mission.

**Calling must be matched by systems. Compassion must be matched by competence. Leadership must be visible in follow-through.**

06 · THE OPERATING QUESTION

# THE HUMAN-CENTERED RESPONSE GAP.

**Different risks. Repeated operational problem: uncertainty slows protection and response.**

**LOCATE**
Where is the person?

→

**IDENTIFY**
Who are they?

→

**UNDERSTAND**
What do they need?

→

**RESPOND**
Who acts next?

**A caregiver, advocate, or responder does not need more noise. They need the right information, at the right moment, presented in a way that protects dignity and supports the right action.**

**Response discipline** | Location · identification · communication · authorized context · escalation · coordination.

**How do we reduce the time between uncertainty, danger, and coordinated protection?**

07 · PRIMARY PEOPLE AT THE CENTER

# WHO ARE WE SERVING AND SAVING?

## Human-centered focus: protect people without flattening their stories, needs, or risks.

| Population | Primary safety challenge | What the system must provide |
|---|---|---|
| **Dementia / Alzheimer's** | Wandering, confusion, disorientation, separation from caregiver | Identity, caregiver contact, location context, calm handoff |
| **Caregivers** | Urgency, uncertainty, emotional strain, fragmented communication | Clear alert, verified contacts, authorized context, next action |
| **Human trafficking risk** | Coercion, fear, limited ability to communicate freely | Discreet, trauma-informed, survivor-centered pathway |
| **Community / responders** | Fast decisions under pressure with incomplete information | Privacy discipline, safe escalation, coordinated response |

**Guardrail: dementia/Alzheimer's is the primary launch use case. Human trafficking response must be built with expert, survivor-centered co-design, privacy discipline, and no careless exposure.**

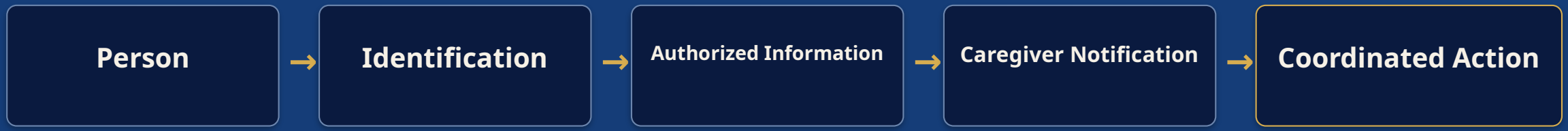
08 · LAUNCH FOCUS

# PRIMARY LAUNCH FOCUS: DEMENTIA, ALZHEIMER'S & CAREGIVERS.

## When wandering and disorientation create uncertainty, speed and clarity matter.

**The problem is fragmented information during separation.**

A responder may not initially know the person's name, residence, caregiver, accessibility context, or whether someone is searching.




| | |
|---|---|
| **Responsible positioning** | **First release is not diagnostic or treatment technology. Future health integration requires validation, testing, and regulatory review.** |

09 · RESPONSIBLE LEADERSHIP

# FROM COMPASSION TO LIFE-SAVING COMPETENCE.

## Care must become an operating standard, not only a good intention.

**Calling** must be matched by systems

**Compassion** must be matched by competence

**Leadership** must be visible in follow-through

**Coordination** must strengthen responsible action

Use calm language • no overclaiming • no casual use of trauma • privacy by design • validation before expansion.

10 · PLATFORM WORKFLOW

# WATCH OWL™ HUMAN-CENTERED RESPONSE ARCHITECTURE.

## This is the value workflow spine: each stage closes a human gap.

**01 · DETECT / ACTIVATE**

Closes the silence gap, because a person who cannot call for help needs the response to begin without them speaking.

**02 · IDENTIFY**

Closes the unknown gap, because no one knows who this person is, what they need, or who to call.

**03 · NOTIFY**

Closes the coordination gap, because a caregiver must be reached as a person with a role, not one name among several.

**04 · ESCALATE**

Closes the judgment gap, because a pre-agreed next step prompts a person to act, level by level.

**05 · RESPOND**

Closes the arrival gap, because the responder should arrive already knowing who this person is.

**06 · RESOLVE**

Closes the closure gap, because the family is brought back together, or brought closure.

**Silent Check-In · Caregiver Alert · Emergency Escalation**

**The platform carries authorized context; people own the response.**

11 · CASCADE

# PURPOSE CASCADES INTO HUMAN-CENTERED EXECUTION.

**A life-saving mission must become strategy, action, ownership, and measurable outcomes.**

**If the mission cannot move, it cannot protect.**

### MISSION

**Serve and help save people impacted by dementia, Alzheimer's, and trafficking risk through coordinated, human-centered safety.**

### STRATEGY

Start with dementia/Alzheimer's and caregiver response workflows; develop trafficking-risk pathways only through survivor-centered expert guidance.

### GOALS

Validate need, pilot responsibly, protect privacy, prove value, and earn trust.

### WEEKLY PRACTICE

Prototype, test, rehearse, refine, document, and communicate learning.

### OUTCOMES

Reduced uncertainty, faster coordination, responsible reach, shared learning.

**Execution converts burden into breakthrough when ownership, rhythm, and measurement are clear.**

Make ownership, rhythm, and learning visible.

12 · PHASED EXECUTION

# RESPONSIBLE PHASED DEVELOPMENT.

**Disciplined execution means we do not overclaim; we phase responsibly.**

| | |
|---|---|
| **PHASE 1 — LAUNCH & LOCATE** | geofencing, location awareness, identification, and safety-first features. |
| **PHASE 2 — CAREGIVER RESPONSE** | alerting, coordination workflows, and multi-caregiver communication through escalating response levels. |
| **PHASE 3 — INSTITUTIONAL FLEET** | pilots and deployments for senior care, hospitals, community organizations, and responder environments. |
| **PHASE 4 — VALIDATED MEDICAL EXPANSION** | future analytics and deeper integrations pursued only with proper validation and review. |

DISCIPLINE PRINCIPLE

**Start focused.**
**Prove value.**
**Build recurring trust.**
**Extend with evidence.**

The platform grows in proportion to what it can responsibly validate.

13 · SUSTAINABLE SERVICE

# HOW THE WORK STAYS ACCOUNTABLE.

**A real method must earn trust by serving people consistently.**

**Trust keeps the method usable.**

**Clear boundaries, authorized context, human judgment, and a closed loop keep service accountable.**

### WHAT WE PRACTICE

Listen to caregivers
Name the owner
Protect dignity
Rehearse the handoff
Document learning

### WHAT WE PROTECT

**Privacy**
**Consent**
**Context**
**Calm communication**
**Responsible escalation**

**Sustainability is part of care: keep the method useful, accountable, and available to the people it serves.**

14 · EVIDENCE OF MOVEMENT

# TRACTION + MULTIDISCIPLINARY COLLABORATION.

**Early-stage innovation must prove the problem is real, the solution is focused, and the team can execute.**

**Execution is proven through movement, not wishes.**

**Prototype generations**

Product architecture and positioning have moved through several iterations.

**12,000+ survey signals**

Market-research insight informing need, audience, and messaging.

**Rocky Mount pilot planning**

First 50-participant pathway targeted for community validation; four pilots planned between January 2027 and December 2027.

**Legal + multidisciplinary review**

Responsible design, privacy discipline, and cross-sector learning in motion.

**Movement is evidence of disciplined work, not a promise.**

**Healthcare · Engineering · Legal · Caregiver · Faith + Community · Institutional**

15 · ENGAGE THE ROOM

# SCENARIO 1: PUBLIC CONTACT RESPONSE GAP.

## Engage the room first, then reveal the information gap Watch Owl is built to close.

Case: 2:14 PM, public location

SCENARIO

A responder encounters a vulnerable individual in a public place. The individual cannot clearly communicate what happened, what they need, where they belong, or who should be contacted.

60-SECOND ROOM CHALLENGE

**What are the first six things you need to know?**

REVEAL

1 Identity
2 Medical / accessibility information
3 Emergency contact
4 Location / history
5 What happened
6 Immediate risk

**You just designed the information problem Watch Owl is trying to solve.**

16 · MOVE FROM CONCERN TO CALM

# SCENARIO 2: MEMORY-CARE EXIT + WANDERING.

## Help the room move from concern to calm, authorized, coordinated action.

Case: 5:47 PM, two blocks from a care site

SCENARIO

**Memory-care exit and wandering create uncertainty. Use authorized context before moving, releasing, or escalating this person.**

PROMPT

**What must be known before moving, releasing, or escalating this person?**

REVEAL

1 Identity
2 Immediate safety risk
3 Authorized caregiver
4 Calm communication cues
5 Current / last known location
6 Closed-loop handoff

**The gap is not compassion. The gap is coordinated information under pressure.**

17 · PRACTICE CALM RESPONSE

# SCENARIO 3: CAREGIVER ALERT + DEMENTIA RISK.

## Practice calm, dignity-centered response when a caregiver receives a high-risk alert.

Case: 8:10 AM, transit center / busy crossing

SCENARIO

A loved one living with dementia is moving toward a high-traffic area. The caregiver receives an alert but is several minutes away. The system must carry calm, person-specific context into the response.

PROMPT

**How do you reduce danger while preserving dignity and avoiding panic?**

REVEAL

1 Confirm location
2 Identify the person
3 Contact authorized caregiver
4 Use calm communication cues
5 Reduce immediate danger
6 Assign escalation owner

**Response improves when the system carries person-specific context before fear or confusion takes over.**

18 · SURVIVOR-CENTERED RESPONSE

# SCENARIO 4: DISCREET DISTRESS + HUMAN TRAFFICKING CONCERN.

## Keep the discussion survivor-centered, privacy-conscious, and non-graphic.

**Case: 9:36 PM, bus station / parking area**

**SCENARIO**

**A discreet distress signal is received in a public setting. The response must preserve safety, privacy, consent, and a survivor-centered pathway without forcing public disclosure.**

**PROMPT**

**What can be done without increasing danger or forcing public disclosure?**

**REVEAL**

1. Preserve safety
2. Verify alert / profile
3. Protect privacy and consent
4. Notify designated contact
5. Use trauma-informed protocol
6. Document and escalate safely

**Technology must support safer information flow, never careless exposure or overclaiming.**

19 · WORKSHOP CLOSE

# WHAT YOU TAKE WITH YOU.

## Three skills and one method to use tonight.

### SKILL ONE · THE 90-SECOND DESCRIPTION

Who they are.
What they look like and are wearing today.
Last confirmed time and place.
What makes them vulnerable or what they respond to.
Who to call and how to reach them.

### SKILL TWO · THE DAYLIGHT BOUNDARY

Choose the place.
Name the distance.
Name who should know.
Agree what the first signal means.
Silent Check-In · Caregiver Alert · Emergency Escalation.

### SKILL THREE · THE SIX-STEP HANDOFF

Detect.
Identify.
Notify.
Escalate.
Respond.
Resolve.

**Every one of these questions can be answered at a kitchen table, tonight, before anything happens. Make the chain familiar before it is urgent.**

20 · CLOSE

# THANK YOU.

## Thank you for joining me on this Watch Owl journey.

**Superior Love Forever, LLC · Watch Owl™**

**superiorloveforever@gmail.com**

Branded reply address to be confirmed.

**wisdomwatchhour.com**

CONTACT

**301 S. Church Street #79**
**Rocky Mount, NC 27804**

**Serving and saving through human-centered, dignity-driven response.**