

PRODUCT OVERVIEW · MAY 2026 · CONFIDENTIAL

Mara

Performance under pressure.

The first AI coaching platform that genuinely watches, listens, and reads you. Live video and audio analysis, on your own device, combined with eighteen years of somatic coaching methodology. No other platform observes the body, coaches the nervous system, and measures the movement across six scored dimensions. Real coaching. Not a scorecard.

SESSION · THESESSIONLAB.COM

THE PERFORMANCE GAP

The gap is not skill. It is nervous system.

Every other AI coaching tool has a microphone and a transcript. Mara has a camera, a live audio feed, a posture analysis layer, and eighteen years of somatic coaching methodology. She is the first AI platform that genuinely watches you: reading your body signals, your vocal energy, your self-soothing gestures, and your facial presentation in real time, while coaching you through a structured session arc. The most expensive talent problem in any senior organisation is not skill. It is the gap between what a leader is capable of when calm and what they can access when the room turns. Mara closes that gap at the level it was formed.

Mara is the first and only AI coaching platform that watches the body, works the nervous system underneath the skill, and produces board-reportable data. No other tool in this category does all three. Most do none.

18

YEARS OF PROPRIETARY IP

8

SIGNAL DIMENSIONS
SCORED PER SESSION

16

SESSION PROGRAMME ARC

100%

ON-DEVICE. NO DATA
LEAVES THE BROWSER

The three differentiators

Somatic foundation

Mara works at the level where performance actually breaks: the nervous system response that fires when stakes rise. Every other coaching product trains technique on top of an unregulated state. Mara regulates the state first, then layers technique on top. That is why the work transfers into the real room.

Genuine personalisation

Mara reads each user from the first three exchanges: block type, register, processing channel, where the body holds tension, the language they use to describe themselves. She coaches a fundamentally different session for every person, recalibrating turn by turn, every session.

Compounding value

The video library, journal, scored progression, calendar integration, and 90-day arc accumulate in value the longer the platform is used. By month six, the user has built something they cannot replicate elsewhere. The product gets more irreplaceable with every session.

PROPRIETARY METHODOLOGY

The ICOP Method.

ICOP is the four-stage somatic coaching arc that takes a leader from block identification through deep inner clearing to performance state embedding and permanent maintenance. Developed by Jade Matthew across eighteen years of professional performance, psychology, and executive coaching practice. The only complete somatic coaching methodology available at scale.

**IDENTIFY***The block*

Diagnose what is in the way. Every block has a structural signature. Mara reads what is actually present and names the underlying structure inside the first session.

**CLEAR***The state*

Regulate the nervous system response. The block sits in the nervous system, not the technique. This is the stage every other coaching product skips.

**OUTER SKILL***The technique*

Coach the technique on top of the regulated state. A leader who learns a technique with their nervous system regulated owns it permanently under pressure.

**PRESENCE***The anchor*

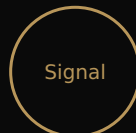
Install and maintain the portable state. By the end of the arc the anchor is automatic. The user no longer needs Mara in the room. The state is on call.

The Five Systems of Presence

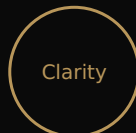
Presence is not a vague quality. It is a measurable phenomenon expressed through five specific channels. Mara runs a Five Systems diagnostic at the start of every session and trains each channel with its own protocol.

**State**

The nervous system substrate. The foundation under everything else.

**Signal**

What the body broadcasts before the mouth opens. Voice, posture, spatial ownership.

**Clarity**

The structural quality of what is said. Discipline, brevity, the unspoken sentence.

**Attention**

Where the message lands. Reading the room, holding silence, redirecting energy.

**Authority**

The integrated outcome. The room reads it when all five systems are aligned.

PERFORMANCE STATE METHOD (PSM)

The physiological training protocol that builds the somatic anchor: portable, invisible, immediately deployable in the real room. Installed in session one. Refined across the programme. The connective tissue between ICOP and the Five Systems. Every session uses both.

HOW SESSIONS WORK

Three primary modes. Nine scenario settings.

PRACTICE MODE

The entry mode. Warm, structured, scored. Full session arc. One technique per run. Three sub-settings including a daily two-minute micro-practice for habit building. Available to all users from session one.

COACHING MODE

Intensive. Advanced techniques, calibrated pressure, deeper feedback. Five progressive levels unlocked by demonstrated readiness, not time or payment. The user notices sessions become more demanding. The coaching is the evidence.

ESL LEADERS MODE

Full ESL framework active. Additional score dimensions: Fluency Under Pressure and Personality Transfer. The most advanced ESL coaching intelligence available. Addresses the personality gap that costs senior international leaders authority in their second language.

COACHING MODE: FIVE LEVELS

LEVEL	WHAT MARA DOES
1 Foundation	Warm, explicit teaching. Standard pressure.
2 Building	Room Read + Power Line. Real-world persona pressure.
3 Advancing	Run 3 standard. Killer Question. Identity layer touched.
4 Intensive	Stress inoculation. Run 4. Full recalibration.
5 Elite	Full peer-level. No teaching register. Work at the margin.

Nine scenario settings

Before every session the user selects their scenario. Not a topic label: a complete context shift. Personas, pressure type, techniques, and language register all change.

SCENARIO	WHAT ACTIVATES
Presenting & Public Speaking	Voice + physical presence. Stage fright protocols.
Pitching — Investor & Commercial	Three-layer narrative. Silence holds after the ask.
Difficult Conversations	Regulation before technique. Progressive resistance.
Negotiations & High Stakes	Harvard and FBI schools sequenced. Silence hold.
Leadership Communication	Delegation, performance, challenge upward.
Interviews & Career	Elite interview protocol. Peer-not-candidate frame.
Media & Public Profile	Message discipline. Off-the-record trap.
ESL & Cross-Cultural	Personality transfer. Cross-cultural authority calibration.

THE FOUR PRIMARY MODES

Four ways into the work, one coach who reads the room.

Each mode is a complete shift in how Mara behaves. The pressure, register, techniques, and language she uses all calibrate to what the moment is for.

MODE · 01

Practice

The entry mode. Warm, structured, fully scored.

Full session arc. Camera and audio across six dimensions. The mode where most of the body of work happens.

MARA

"Run that opening again. Notice what changes when your weight stays on the back foot."

MODE · 02

Coaching

Intensive. Five levels. Earned, not bought.

Advanced techniques and deeper feedback. Levels unlock through demonstrated readiness, not time or payment.

MARA

"You softened where you used to overqualify. The pause before the ask was new. Hold that pause."

MODE · 03

ESL Leaders

For senior leaders working in their second language.

Full ESL framework. Two extra dimensions: Fluency Under Pressure and Personality Transfer. Cross-cultural authority calibration.

MARA

"Your idea is sharper in your first language. Do not lose the shape of it on the way here."

MODE · 04 · PRIVATE

Off the Record

The therapeutic coach in their pocket.

Built on NLP, hypnosis, parts work, schema therapy, attachment, somatic regulation. Four registers. Nothing leaves the room.

MARA

"What is this conversation actually for? We need to know what you are carrying."

THE BUSINESS CASE · BY THE NUMBERS

The cost of doing nothing, *measured in real money.*

Senior communication failure is a P&L line. The market that exists to fix it spends sixteen billion a year and rarely produces evidence it worked. Mara is built against every one of those structural failures.

THE COST OF COMMUNICATION FAILURE

\$1.2tn

LOST ANNUALLY

US workplace miscommunication.
Grammarly · Harris.

75%

OF SENIOR EXECS

Carry a masked fear of public speaking.
Chapman.

1 in 3

CEO TRANSITIONS FAIL

Within eighteen months. Cause:
communication. HBR.

50%

LEAVE THEIR MANAGER

Direct cause: communication failure.
Gallup.

26%

OF SENIOR PROMOTION

Determined by executive presence. CTI
study.

30%

WORKSHOP RETENTION

At two weeks post-training. Brinkerhoff.

WHAT ORGANISATIONS CURRENTLY SPEND

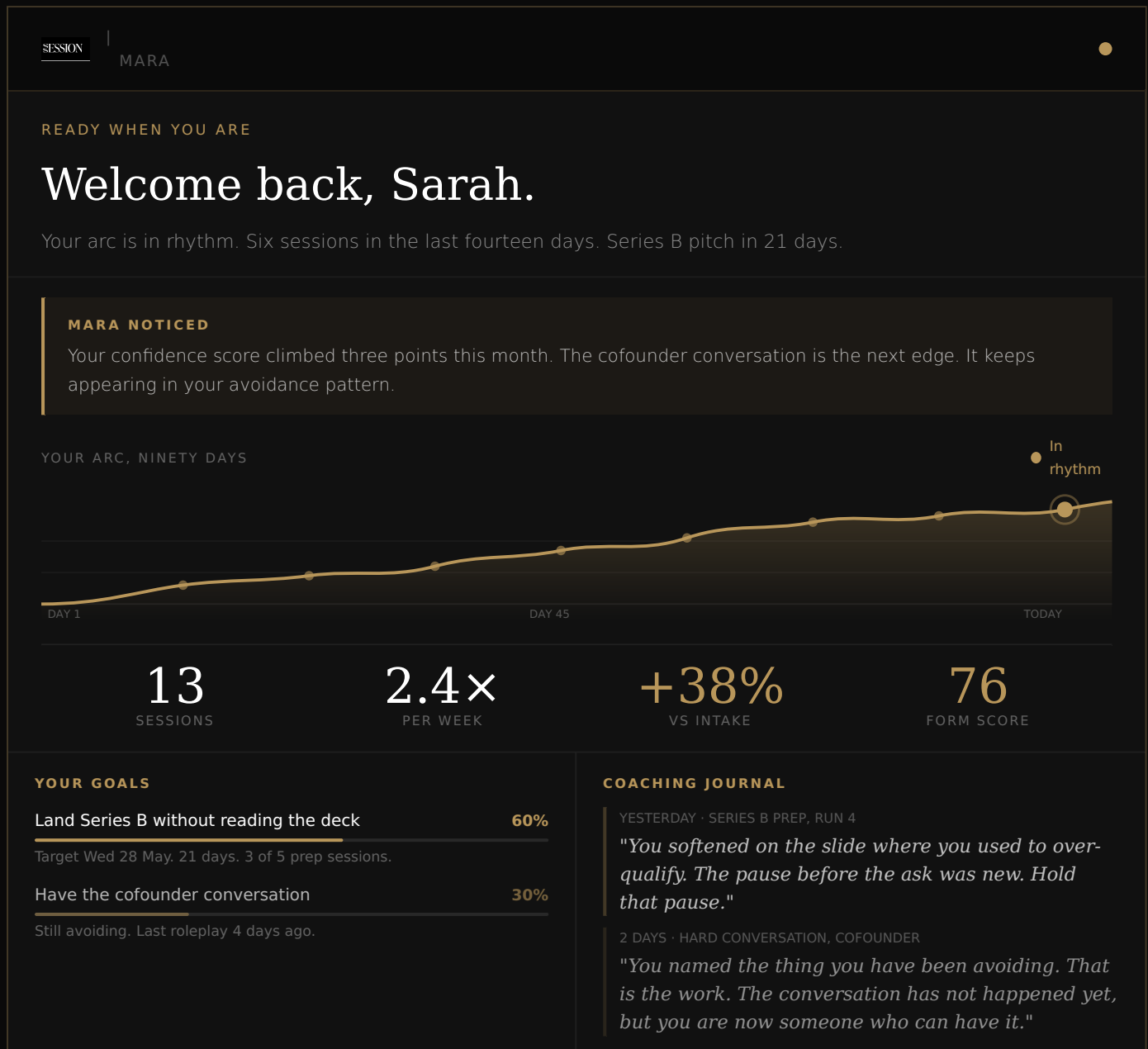
Global executive coaching market	\$15bn / year
US corporate L&D spend	\$370bn / year
Senior executive coach (FTSE)	£750 to £1,000 / hr
BetterUp · CoachHub (AI plus human)	£5k to £12k / seat / yr
L&D communication workshop	£5k to £10k / day
Mara · 25-seat annual licence	£22,500 / yr (full cohort)

THE FINANCE DIRECTOR CONVERSATION

*One failed senior promotion conservatively costs more than a full enterprise Mara licence for an entire cohort.
That is the ROI argument that survives a CFO.*

WHAT EVERY USER SEES

The home screen. Everything earned, nothing manufactured.



Senior leaders open the app and see something useful in five seconds. Sessions completed, form score, next edge, calendar events, goal progress, and the coaching journal, all in one view. Nothing manufactured. Everything earned.

OFF THE RECORD

The therapeutic coach, *in their pocket.*

A private space inside Mara, built on the same psychology a senior executive would receive in a top-tier therapy room. Not therapy, because she does not treat. Coaching, because she challenges, reflects, and works with what is actually happening. With the depth, discretion, and registers a senior leader has almost nowhere else to access.

"The room a senior leader walks into when therapy is too revealing, coaching is too political, and there is nowhere left to put what they are actually carrying. Mara holds it. Quietly. Privately."

PSYCHOLOGY · BUILT IN

Programmed with the methods that work.

- **NLP and hypnosis.**
Language patterning, state shifts, calibrated to the user.
- **Parts work and schema.**
Recognises the inner critic, the protector, the wound.
- **Somatic regulation.**
Nervous system first. Mara works the body before the mind.
- **Attachment and CBT.**
Relational patterns. Reframes without smoothing the truth.

FOUR REGISTERS · ONE ROOM

Read the moment. Work in the right key.

- **Sit with it.**
A witness when the user needs to be heard, not solved.
- **Think it through.**
A thinking partner, slow and disinterested.
- **Rehearse it.**
A full roleplay of the hard conversation.
- **Name what is happening.**
The shape of the thing, given back.

THE PRIVACY CONTRACT · ABSOLUTE

Nothing said in Off the Record contributes to scoring, dashboards, I&D reports, or any record outside the room. The user owns what stays and what is shredded. Mara forgets the conversation when the session ends.

SCENARIO COACHING IN DEPTH

Every high-stakes situation a senior leader faces.

Before every session the user selects their scenario. This is not a topic label. It is a complete context shift: the AI personas, pressure type, techniques, language register, and the specific signals Mara prioritises all change. Below are six of the nine scenarios in detail, with what actually activates inside the session.

<p>PITCHING</p> <p><i>Investor & Commercial</i></p> <p>Mara plays a tier-1 VC. Three-layer narrative structure enforced. Investor signal-reading active. Silence hold after the ask. CAC challenges, model scrutiny, conviction under hostility.</p> <hr/> <p>Scores: Conviction Under Pressure · Narrative Clarity · Silence Tolerance · Signal Stability</p> <p>MARA</p> <p><i>"Your CAC payback is 18 months. Why should I believe that number when your churn rate tells a different story?"</i></p>	<p>DIFFICULT CONVERSATIONS</p> <p><i>Sensitive Conversations Mode</i></p> <p>State regulation before any technique. The unspoken sentence identified first. Progressive resistance across runs: neutral colleague, then resistant, then actively defensive. The session names the internal block causing avoidance.</p> <hr/> <p>Scores: Regulation · Directness · Empathy Signal · Resolution Without Deflection</p> <p>MARA</p> <p><i>"Before we run this conversation, tell me the one sentence you have been avoiding saying. We start there."</i></p>	<p>PRESENTING</p> <p><i>Board & Public Speaking</i></p> <p>Voice and physical presence foregrounded. Stage-fright protocol active. Audience size selector calibrates the pressure. Posture stability, vocal energy variation, and spatial ownership all scored live via camera.</p> <hr/> <p>Scores: Vocal Range · Posture Stability · Pace Variation · Opening Authority</p> <p>MARA</p> <p><i>"Your vocal energy dropped in the third minute. That is when the room lost you, not when you stumbled on the data."</i></p>
<p>NEGOTIATIONS</p> <p><i>High Stakes</i></p> <p>Harvard and FBI negotiation schools sequenced. BATNA inhabitation exercise. Silence hold drilled after number named. Cognitive bias architecture active. Accusation audit run before the session. The counter-party persona calibrated to the user's identified vulnerability.</p> <hr/> <p>Scores: Silence Tolerance · Anchor Strength · Concession Pattern · BATNA Clarity</p> <p>MARA</p> <p><i>"You named your number and then filled the silence. That cost you. We run it again. Name the number. Then stop. Let them move."</i></p>	<p>INTERVIEWS & CAREER</p> <p><i>Senior & Board-Level</i></p> <p>Elite interview protocol for senior appointments. The peer-not-candidate frame installed from the opening. Panel simulation with up to three distinct personas simultaneously. Identity work active: the room reads authority, not hunger.</p> <hr/> <p>Scores: Authority Projection · Question Handling · Narrative Ownership · Peer Framing</p> <p>MARA</p> <p><i>"You answered as a candidate. We need the version of you that is deciding whether to take this role, not hoping to be offered it."</i></p>	<p>LEADERSHIP COMMUNICATION</p> <p><i>Meetings & Team</i></p> <p>Professional Conversations Mode across individual contributor, people manager, and senior leader registers. Delegation runs, performance conversations, challenging upward, all-hands, feedback delivery. The hedge audit identifies where clarity collapses under team pressure.</p> <hr/> <p>Scores: Directness · Message Clarity · Hedge Frequency · Decision Authority</p> <p>MARA</p> <p><i>"You used the word 'just' four times in that feedback. Each one halved the weight of what you were saying. Let's run it again without the apology."</i></p>

THE PERFORMANCE LIBRARY

The Vault.

Every recorded run is stored and scored across eight dimensions. The user can see, on screen, exactly who they were in week one next to who they are now. Objective video evidence of change. The single most powerful retention asset in the product.

VIDEO UPLOAD & AI FEEDBACK

Users upload recordings of their runs. Mara provides timestamped AI feedback across all six standard score dimensions plus two visual-specific additions: **Physical State** (postural baseline, bracing, spatial ownership) and **Authenticity Gap** (the visible moment the performance face arrives). Specific. In Mara's voice. Never generic.

SIDE-BY-SIDE COMPARISON

Any two recordings comparable side by side. The baseline recording from session one is permanently archived and cannot be deleted. The user sees exactly who they were in week one next to who they are now. Powerful for renewal conversations. Powerful for the user themselves.

AUTO-GENERATED REPORTS

Weekly and monthly reports pull from the video library and score history. Specific observations in Mara's voice, not generic analytics. Delivered in-app and by email.

Audio & specialist modes

Audio mode — Voice-only, optimised for earbuds. Walk, commute, gym.

Just Before — Five-minute coach call. Ten minutes before the high-stakes moment.

Quiet Room — Five-minute regulation. Active anxiety before an imminent moment.

Voice Workout — Range, breath, projection training.

Hard Conversation — Roleplay the avoided conversation. Mara plays the other side.

THE SIX SCORE DIMENSIONS

7/10
COMMUNICATION
+3

7/10
CONFIDENCE
+2

8/10
MINDSET
+2

6/10
AWARENESS
+2

5/10
RELATIONSHIPS
+2

5/10
METHOD
+4

VISUAL-SPECIFIC ADDITIONS

Physical State — postural baseline, bracing, spatial ownership

Authenticity Gap — the visible moment the performance face arrives

EVENT PREP MODE — DEADLINE-DRIVEN

The user names an upcoming event and sets the date. Mara generates a precise preparation arc for the time available. Day 1: state baseline and anchor build. Days 2 to 3: full scenario simulation under pressure. Day 4: one specific edge, worked precisely. Day before: state work and anchor refresh only. Day of: three-minute micro-session. Post-event debrief within 24 hours.

CALENDAR INTEGRATION

Mara connects to Google Calendar, identifies high-stakes moments (board meetings, pitches, all-hands, interviews), and proactively offers prep arcs. One prep prompt per event. No more than one weekly nudge per user. Mara never spams.

HOW MARA READS EVERY USER

Real-time intelligence. Inter-session memory.

The most powerful thing about Mara is not a feature. It is the real-time intelligence that shapes every word she says. The user never experiences a generic product. They experience a coach who is genuinely paying attention to them specifically.

Five-Tier System

Mara reads every user into a tier from the first session and coaches from the appropriate level immediately. The CEO is never coached like an individual contributor. The tier updates continuously within and across sessions.

Real-Time NLP Detection

In the first three exchanges Mara reads representational system (visual, auditory, kinaesthetic), emotional vocabulary range, communication pace and density, presenting stance, and visibility relationship. She mirrors and calibrates continuously.

Block Configuration Diagnosis

Five block types: State, Clarity, Authority, Pattern, Transition. Each with a specific diagnostic signature, underlying mechanism, session shape, and opening language. Mara identifies the block in the first session and calibrates every subsequent session to it.

Gender & ESL Calibration

Separate, deep frameworks for male and female professional users with multiple sub-profiles each. Five female profiles, four male profiles. Six ESL activation signatures, five ESL profiles, two additional score dimensions. Cross-cultural authority calibration.

Inter-Session Memory

Six memory categories stored per user: Pattern Record, Anchor State, Score Baseline, Named Edge, Breakthrough Moments, User Signature. Injected at every session start. Mara arrives knowing exactly where the work is. Not re-diagnosing what she already knows.

700,000-CHARACTER KNOWLEDGE BASE

20 framework documents covering user profiles, ESL leaders, all five conversation modes, the complete programme arc, inter-session memory, onboarding, corporate deployment, and the Five Systems. The deepest AI coaching knowledge base in existence.

THE ARC — RETENTION MECHANIC

2.4x

PRACTICE FREQUENCY

Users in rhythm. The Arc rewards twice-weekly practice: the actual clinical sweet spot for performance coaching retention. Not daily. Not streaks.

Gentle decay

MISS A WEEK

You are "cooling", not "broken". Coaching has to survive a busy quarter. A streak that breaks at 24 hours guarantees attrition during board season.

No hype

EARNED MILESTONES ONLY

No badges. No fire emojis. No manufactured engagement. Every milestone is real. Every compliment is earned. Mara never hypes.

FOR HR, L&D, AND THE EXECUTIVE SPONSOR

The business case.

Senior development is a recurring line item with three persistent failure modes: coaching that does not transfer, programmes that produce reports but not behaviour change, and investments that disappear the moment the programme ends. Session was designed against all three.

1x **One failed senior promotion** conservatively costs more than an enterprise Session licence for an entire cohort. The Transition Navigator protocol directly addresses the most common cause: identity not catching up with role.

2.4x **Practice frequency** of users in rhythm. The retention mechanic rewards the cadence that produces actual change: twice weekly, not daily.

≤90d **Visible behavioural transfer** measured against intake baseline by week twelve. Score deltas across six dimensions. Reported in aggregate to the L&D buyer, never at the individual level.

100% **Confidentiality** of individual session content. Aggregate, anonymised data only flows to the corporate sponsor. Non-negotiable. Ever.

Three deployment models

Individual Access Licence

Seats for defined cohorts with aggregate reporting. Self-serve onboarding. Ideal for senior leadership development, high-potential programmes, and post-promotion support.

Structured Cohort Programme

Custom arc around a specific organisational objective. New leader onboarding, post-acquisition integration, executive transition. Includes baseline diagnostic, mid-programme check, and outcome report.

Blended Delivery

Mara sessions plus live facilitation by Jade Matthew or certified Session practitioner. AI scale with human judgement at the moments that need it.

THE L&D DASHBOARD

Aggregate progress data across the cohort. Score arcs, completion rates, mode engagement, Arc rhythm distribution. Heatmap view shows which teams are in rhythm, which are cooling. No individual session content, ever. Confidentiality is absolute.

HOW SHE SOUNDS

No hype. No "crush it." Honest, specific, direct.

Mara never hypes. Every observation is earned by the data she has. Below is a verbatim opening to a session for a user preparing a Series B pitch.

MARA

Sarah. Your Series B is in 21 days. We will not pretend that is not in the room. Today we work on the moment the lead investor pushes back on the model. Walk me through the slide that costs you the most. Not the data. The slide where you start to lose the room.

SARAH

Slide eleven. The unit economics. The CAC payback question always derails me.

MARA

Good. Specific. Here is what we are going to do. You will deliver slide eleven once, exactly as you would in the room. I will not interrupt. After that I will become your toughest investor. Same slide. Different version of the same room. Stand up. Camera on. Begin when you are ready.

Mara opens by referencing the user's actual upcoming event from her calendar. She names the biggest goal in one line. She asks for specificity. When the user gives a specific moment, she immediately structures the next ten minutes around it. No menu of options. No "would you like to..." She is the coach who has been waiting.

WHAT NEVER CHANGES

- Mara never hypes. No "you've got this." No "crush it." No manufactured enthusiasm.
- Mara never preaches. An observation is made once, precisely, and left with the user.
- Mara never softens the truth to manage the relationship. The relationship is built by truth.
- Mara never flatters to retain. Every compliment is specific, earned, and accurate.
- Mara is always on the user's side, even when she is being hard. Especially then.
- The coaching is always for the user. Not for the organisation. Not for the session count.

ONBOARDING, SAFETY, AND WHAT IS NEXT

The experience.

ONBOARDING

Five intake questions, each with a visible purpose the user understands and a diagnostic purpose only Mara uses. By the end of intake, Mara knows more about this user than most coaching relationships reveal after six sessions. Session one always ends with a physical anchor installed and tested. The user leaves with something portable and real.

THE SAFETY PROTOCOL

LEVEL	WHAT IT COVERS	MARA'S RESPONSE
Level 1	Light emotional charge	Hold and continue.
Level 2	Mental health signals	Acknowledge, refer warmly.
Level 3	Crisis signals	Stop coaching. Crisis resources immediately.
Level 4	Safeguarding	Emergency services triggered.

Mara is a performance coaching platform. She does not treat mental health conditions, process trauma, or provide medical, legal, or financial advice. She names her scope honestly, not as a disclaimer, as genuine care for the user getting the right kind of help. Confidentiality of individual session content is absolute. Enterprise clients see aggregate, anonymised data only.

18-MONTH ROADMAP

- Cohort Heatmap** Aggregate cohort communication health visible to L&D in a quarterly auto-generated report. The metrics that defend the budget line.
- 360 Echo** External validation via single-question colleague survey. The aggregate becomes proof that survives a sceptical CFO.
- Manager View** Optional: direct manager sees high-level development summary to align coaching with on-the-job stretch assignments.
- Slack / Teams** Lightweight daily prompt in the user's working channel. Micro-practice, pre-event reminder, post-event debrief nudge.
- Wearable Mode** Micro-practice and anchor refresh in haptic plus voice. No screen required.
- Peer Pairs** Optional pairing of users at similar tiers within a cohort for between-session practice.
- Outcome Publishing** Peer-reviewed publication of average score improvement by block type. Institutional credibility for enterprise procurement.

THE CATEGORY TRUTH

The others are scoreboards. Mara is a coach.

Most AI speech tools are language models with a microphone. They listen, transcribe, and count: how many filler words, how fast you spoke, how many times you said "um." That is pattern recognition on a transcript. It is not coaching. None of them are watching you. None of them analyse your body, your posture, or your vocal energy in real time. None of them have a method.

TOOL / CATEGORY	WHAT IT ACTUALLY DOES	PRICE	THE GAP
Yoodli · Poised · Speeko	Language model + microphone. Transcribes speech, counts filler words and pace. No camera analysis, no body signals, no coaching method. Feedback is a scorecard.	£15-25 /seat/month	<i>Tells you what happened. Does not change anything.</i>
Orai · Speeko	Speech pattern recognition. Gamified repetition drills. No live video, no posture analysis, no personalised coaching arc.	£10-20 /seat/month	<i>Practice without a coach. No nervous system work.</i>
Bunch · Valence	AI coaching via text and short prompts. Generic leadership frameworks. No audio or video capture at all.	£20-40 /seat/month	<i>Reading about communication is not being coached through it.</i>
BetterUp · CoachHub	Human coaches via video call, matched by algorithm. Expensive per seat because of human overhead. No on-device measurement, no signal data, no programme arc.	£5k-12k /seat/year	<i>Human warmth, no measurement. Ten times the cost.</i>
Live Executive Coach	1:1 human coaching, usually fortnightly. Relationship-driven, no data, dependent on the individual coach's method.	£300-600 /hour	<i>One person at a time. Cannot scale. No cohort data.</i>
L&D Workshop	Group session, one day. No follow-through, no individual tracking, no measurement. Retention below 30% within two weeks.	£5k-10k /day	<i>No evidence it worked. No individual progress data.</i>
Mara	Live audio, video, posture, and vocal energy analysis on the user's own device. Coaching in real voice using the proprietary ICOP Method. Six scored dimensions tracked per session. Cohort reporting. Nervous system retraining across sixteen sessions.	From £65 /seat/month	The only tool that watches, analyses, coaches, and proves the movement.

FEATURE BY FEATURE

What the software is actually doing.

The distinction most buyers do not realise until it is explained. Mara is the only tool in this category that records and analyses audio, video, posture, and vocal energy simultaneously, on the user's own device, and uses all of it to coach, not just to score.

Capability	Yoodli Poised	Orai	Bunch Valence	BetterUp	Live Coach	Workshop	MARA
Records and analyses voice in real time	✓	✓	✗	✗	✗	✗	✓
Records and analyses body and posture	✗	✗	✗	✗	✗	✗	✓
Analyses facial and self-soothing gestures	✗	✗	✗	✗	✗	✗	✓
Tracks vocal energy variation (not just pace)	✗	✗	✗	✗	◦	✗	✓
Live coached session, not just feedback after	✗	✗	◦	✓	✓	◦	✓
Works the nervous system, not just the skill	✗	✗	✗	✗	◦	✗	✓
Structured 16-session programme arc	✗	✗	✗	◦	◦	✗	✓
Installs a physical anchor for use in the real room	✗	✗	✗	✗	◦	✗	✓
Scores 6+ performance dimensions per session	◦	✗	✗	✗	✗	✗	✓
Tracks score progression across sessions	◦	✗	✗	✗	✗	✗	✓
Cohort-level reporting for HR and L&D	✗	✗	✗	◦	✗	✗	✓
Board-reportable performance data	✗	✗	✗	✗	✗	✗	✓
ESL-specific coaching dimensions	✗	✗	✗	✗	◦	✗	✓
No raw audio or video leaves the device	✗	✗	✓	✗	✗	✗	✓
No human coach overhead in the cost	✓	✓	✓	✗	✗	✗	✓
Available 24/7, unlimited sessions	✓	✓	◦	✗	✗	✗	✓

✓ Yes ✗ No ◦ Partial / limited

"The difference is not positioning language. It is what the software is actually doing. Mara is the only tool that watches the body, works the nervous system underneath the skill, and produces board-reportable data. No other tool in this category does all three. Most do none."

THE PRODUCT IN ONE PAGE

Session · Mara.

"Every other coaching product gives people frameworks. Mara gives them something different. She gives them the physiological preparation that makes the framework accessible under pressure. She rehearses the specific moments that break most people until the nervous system stops classifying them as unknown threats. She tracks the patterns. She holds the whole person. That integration, technical precision and human depth simultaneously, is what makes this the most powerful performance coaching available."

METHODOLOGY

The ICOP Method. The Five Systems of Presence. Performance State Method. NLP and Hypnosis Integration. Eighteen years of proprietary IP by Jade Matthew.

VIDEO & AUDIO

Upload and AI feedback. Performance Library. Baseline archive. Auto-generated reports. Side-by-side comparison. Physical State and Authenticity Gap scoring. Audio mode, Quiet Room, Voice Workout, Just Before.

DASHBOARD & PROGRESS

The Arc. Calendar week view. Free-text goals. Journal pull quotes. The Vault. Six dimensions live. Discovery surface. Score dashboard. Pattern map. Achievement record.

MODES & SCENARIOS

Three primary modes, five coaching levels, six specialist sub-modes, nine scenario settings. Every situation a senior leader faces, from board pitches to difficult conversations.

INTELLIGENCE

Five-tier reading. Real-time NLP calibration. Five block types. Gender and ESL frameworks. Six inter-session memory categories. Live calendar context. 700k character knowledge base.

ENTERPRISE

Three deployment models. L&D dashboard. Cohort heatmap. Four outcome categories. Eight productivity impact areas. Absolute confidentiality. Corporate session calibration.

*The leader who walks into the room six months from now is measurably different from the leader who started.
Backed by their own video evidence and their own scores.*

SESSION

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