

PHENOMENAL



Hello. Phenomenal Sobriety.
The Ultimate Immersive Sobriety Experience.

—

*On a mission to transform your
relationship with alcohol for good.*

READY
GETSET
STOP



Ready. Get Set. Stop.

Imagine waking up every morning with clarity and purpose, free from the fog of alcohol. Phenomenal isn't just another sobriety program - it's a transformative journey that puts the power to change firmly in your hands. As a recovered alcoholic and professional practitioner, I've crafted an immersive experience that addresses what traditional approaches miss - the psychological, emotional, and practical aspects of building a life without alcohol.

Through my THRIVE Sobriety System, you'll navigate a carefully designed pathway that turns abstract concepts into tangible skills. You'll understand your triggers, develop effective coping strategies, and build a toolkit for lasting sobriety.

But Phenomenal is more than methods and techniques. It's a supportive community where every step forward is celebrated. It's also personalised guidance when challenges arise.



It's the confidence that comes from knowing you're not alone. Sobriety isn't about deprivation - it's about discovery.

It's about reclaiming the energy, joy, and potential that alcohol may have stolen from you. And with Phenomenal, that journey becomes not just possible, but genuinely fun and rewarding.

Phenomenal delivers meaningful progress, helping people achieve personal breakthroughs, and build real-world skills for lasting sobriety.

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EXPERIENCE
SUCCESES
COMMUNITY



Module 01 • Settling In
What really matters?


Traditional approaches to stopping drinking typically fail. There must be a better way.

Old fashioned approaches to stopping drinking often feel like punishment – all white-knuckle willpower and grim determination. No wonder they frequently fail.

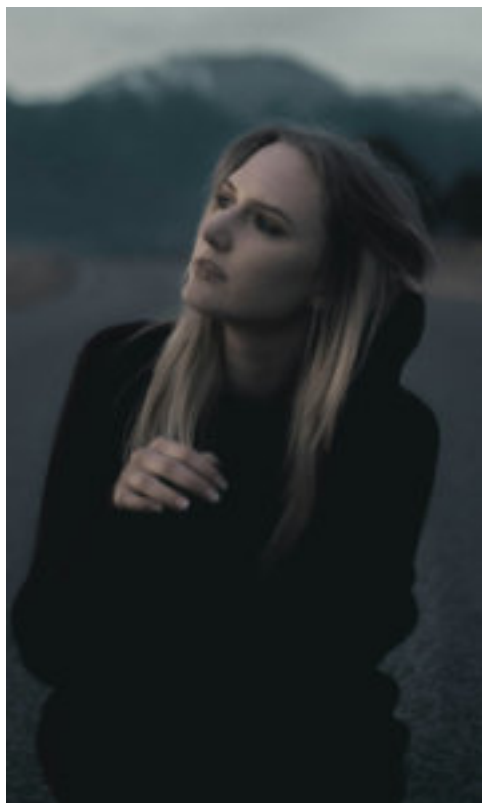
There is a better way. Stopping drinking doesn't need to be an uphill struggle. With personal investment and self-agency, the Phenomenal approach helps you transform your life by changing your relationship with alcohol for good.

By understanding your behaviors, planning for change, learning through practice, and reflecting on your progress, you'll discover that sobriety isn't punishment – it's a privilege. The power to stop drinking is already in your hands.

Module 01 • Settling In
What are you doing now?



Phenomenal:
The Power to
Stop Drinking is
in Your Hands



Judgment Free

Stigma & Shame

Traditional approaches often unintentionally reinforce feelings of failure and inadequacy. Phenomenal creates a judgment-free space where your journey is honoured, not stigmatised.

Module 01 • Settling In
Establishing your Priorities



Never Alone

Limited Support

Most programs end when the real work begins. Phenomenal's community and ongoing resources ensure you're never alone when challenges arise..

Module 02 • The Journey Begins
Understanding Addictive Behaviours

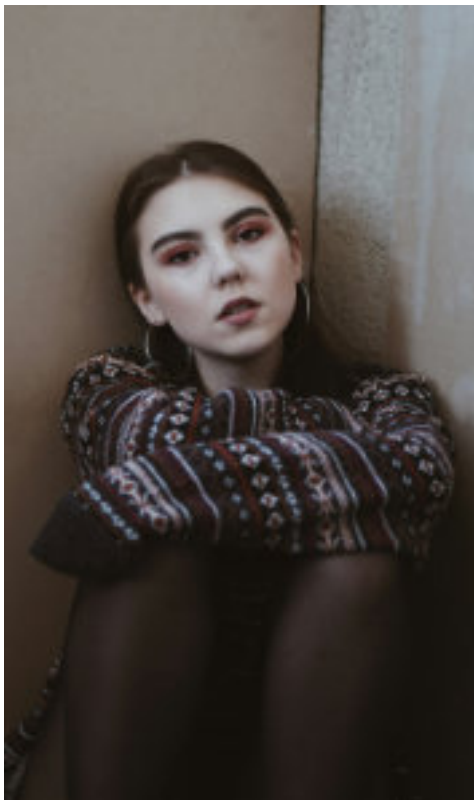


Brighter Connections

Fear of Missing Out

Many people believe sobriety means sacrificing social joy. Phenomenal helps you discover that genuine connection and celebration become more vibrant without alcohol's fog.

Module 02 • The Journey Begins
Understanding the Alcohol Effect



Planned Sobriety

Lack of Guidance

Generic advice rarely addresses your unique triggers and patterns. Phenomenal provides personalised strategies that work for your specific challenges, creating a practical roadmap to lasting personal change.

Module 02 • The Journey Begins
Your Physical & Mental Health

SOLUTION

Module 02 • The Journey Begins
The Problem of Instant Gratification

IMMERSIVE PERSONALISED MOTIVATIONAL



**STRUCTURED
COMMUNITY
EVIDENCE-BASED
EFFECTIVE**

A uniquely guided journey to transform lives by changing relationships with alcohol for good.

Phenomenal isn't just another sobriety program. It's a comprehensive experience designed for those ready to transform their relationship with alcohol - permanently.

Unlike traditional approaches that focus solely on abstinence, Phenomenal addresses the whole person. Through it's THRIVE System, you'll learn to understand your behaviours, plan effectively for change, acquire practical skills, and reflect meaningfully on your ongoing progress.

What makes Phenomenal unique? It combines my personal journey as a recovered alcoholic with professional expertise to create a program that actually works. No judgment, no one-size-fits-all solutions - just practical, personalised guidance delivered in a supportive environment.

With over 140 evidence-based techniques woven into an engaging format, you'll develop real-world skills that make sobriety achievable, sustainable and effective.

The 12-week guided experience offers both group and solo options, complemented by weekly coaching and a private community of like-minded individuals.

Phenomenal reframes sobriety from punishment to privilege. By changing the way you think, you'll achieve the change you want - rediscovering your energy, joy, and potential that alcohol may have diminished.

The power to stop drinking is already in your hands. Phenomenal helps you unlock it.

PHENOMENAL





Like a Sobriety Program, unlike any Sobriety Program.

Phenomenal takes everything you think you know about sobriety programs and turns them upside down.

Yes, it will guide you to stop drinking - but this isn't about white-knuckling through cravings or enduring awkward group confessions. This is about real transformation.

Using the THRIVE Sobriety System, you'll experience a deliberately crafted journey that makes lasting change feel natural. You'll understand your triggers, develop practical coping strategies, and build sustainable habits that stick.

What makes Phenomenal different?

It's the perfect blend of structure and flexibility. Evidence-based techniques delivered in an engaging format and professional expertise combined with genuine understanding from someone who's been there.

You won't just learn concepts - you'll build real-world skills. You won't just receive support - you'll join a community that celebrates every victory. You won't just stop drinking - you'll discover the privilege of sobriety.

Phenomenal isn't just another program. It's the turning point where your relationship with alcohol changes for good, forever.



FOR THE
JOURNEY



Module 04 • Gathering Resources
Restrictive Thinking



Achieving sobriety is just the beginning.

Phenomenal equips you with more than techniques to stop drinking - it provides you with a complete toolkit for thriving in your alcohol-free life.

With THRIVE, you'll break free from alcohol's grip while discovering renewed energy, clearer thinking, and deeper connections in all aspects of your life.

Sobriety becomes your launchpad, not your limit - transforming what once seemed impossible into your everyday reality.



"To Sobriety & Beyond"

Phenomenal

Thrive: A Proprietary Sobriety System.

*The THRIVE System stands at the heart of Phenomenal -
a transformative framework that forever changes your
relationship with alcohol, through the interconnected
elements of its principles:*

Transforming your mindset,
Harnessing your personal power,
Redesigning your response to triggers,
Implementing daily practices,
Validating your progress &
Evolving beyond basic sobriety,

*With THRIVE you'll discover a comprehensive approach that
addresses your whole self.*

*What makes THRIVE different is its focus on building rather
than restricting - creating new patterns rather than simply
eliminating old ones.*


*Each component reinforces the others, creating a positive
cycle of growth that makes sobriety feel like an open door to
possibility rather than a wall of limitation.*

*The result is a profound shift where alcohol simply loses its
place in your life.*



THE THRIVE FRAMEWORK





Phenomenal doesn't just address the symptoms of problematic drinking - it transforms your underlying relationship with alcohol. By weaving together psychological insights, practical strategies, and genuine support, Phenomenal creates change that actually lasts.

Phenomenal is a new & exciting way to stop drinking

Unlike fragmented approaches that leave crucial gaps, Phenomenal's integrated methodology addresses every aspect of your journey: understanding your triggers, developing effective coping mechanisms, building supportive habits, and creating an alcohol-free lifestyle that feels rewarding rather than restrictive.

This holistic approach means you're not just learning how to resist drinking - you're discovering how to thrive without it, making sobriety feel less like an ongoing battle and more like authentic freedom.

Forget dreary meetings and white-knuckling through your cravings. Phenomenal transforms sobriety into an engaging journey with progress tracking, achievement milestones, and celebration built into every step.

A truly integrated approach to sobriety that delivers sustainable transformation

Phenomenal turns traditional recovery on its head with interactive challenges, supportive community celebrations, and personalised rewards that keep you motivated. Each small victory builds momentum through our motivational approach, creating a positive reinforcement loop that makes the whole journey genuinely enjoyable.

Experience the difference of a program designed to keep you excited about progress, connected to support, and invested in your transformation. Discover how sobriety becomes a rewarding adventure rather than an endurance test.

Module 06 • Scratching the Itch
Coping with Triggers



At the core of Phenomenal lies a set of foundational principles that guide every aspect of the journey to sobriety:

Transformation, Not Deprivation: *We focus on what you gain through sobriety, not what you give up. Your relationship with alcohol changes because your life becomes richer without it.*

Self-Agency Above All: *True change comes from within. We empower you with tools and insights, but recognise that your ownership of the process is what creates lasting results.*

Celebration of Progress: *Every step forward deserves acknowledgment. We've built recognition and reward into the very fabric of the program to maintain motivation, momentum and success.*

Community as Catalyst: *Shared experiences accelerate growth. Our supportive community provides understanding, encouragement, and accountability when you need it most.*



The Guiding Principles of Phenomenal: Building Your Journey to Freedom

Evidence-Based Engagement: We combine proven sobriety techniques with engaging delivery methods that keep you connected and committed to your journey.

Personalised Pathways: Your relationship with alcohol is unique, and your journey to freedom should be too. Phenomenal adapts to your specific needs and circumstances.

Whole-Person Approach: Lasting sobriety requires addressing physical, emotional, and mental aspects of your relationship with alcohol - we integrate all three, naturally.

Authentic Understanding: Created by someone who's walked this path, Phenomenal offers guidance grounded in genuine experience and professional expertise.



HIGHLIGHTS



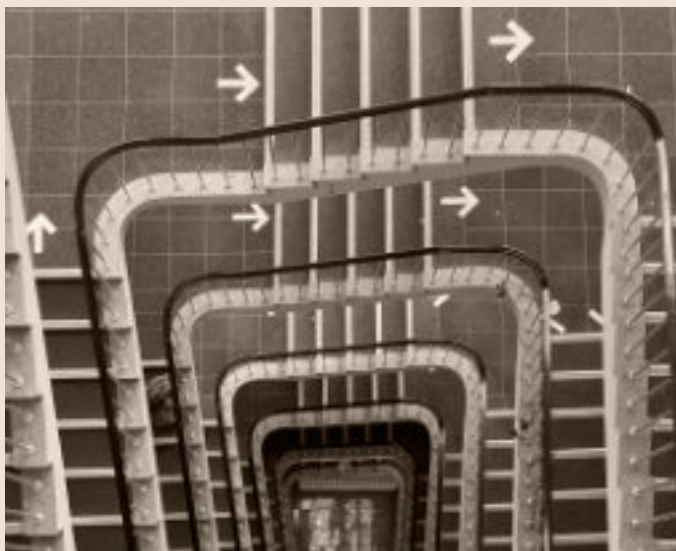
Expert Guidance

Unlike programs created by theorists, Phenomenal is built by someone who's walked your path. My journey from addiction to recovery informs every aspect of the program, combining lived experience with professional expertise to guide you through challenges I personally understand.



Community Spirit

The Phenomenal Community provides round-the-clock connection to fellow travelers on similar journeys. Never face a difficult moment alone, celebrate every victory with people who genuinely understand, and build relationships that support your alcohol-free lifestyle long after the program ends.



Evidence Based

Access over 140 proven strategies developed through extensive research and real-world application. These practical tools address everything from managing cravings to rebuilding social confidence, giving you concrete actions that create measurable progress toward lasting sobriety.



Engaged Learning

Forget dry lectures and one-way communication. Phenomenal's interactive approach keeps you invested through progress tracking, achievement celebrations, and personalised feedback. This light-hearted experience transforms sobriety from a chore into an engaging journey of discovery.



Personalised Support

Your relationship with alcohol is unique, and your path to freedom should be too. Through one-on-one coaching, customisable modules, and flexible implementation options, Phenomenal adapts to your specific challenges, lifestyle, and preferences for truly personalised transformation.



Complete Transformation

Phenomenal doesn't just help you stop drinking - it empowers you to thrive. Develop improved emotional regulation, stronger relationships, healthier coping mechanisms, and a renewed sense of purpose that makes your alcohol-free life more fulfilling than you ever imagined possible.

Phenomenal's remarkable success stems from addressing what other programs actually miss. While some programs focus solely on not drinking, Phenomenal transforms your entire relationship with alcohol.

The difference lies in the THRIVE System - combining personal investment with self-agency to develop genuine ownership of your journey. Our innovative techniques maintain motivation when

traditional programs lose momentum. The supportive Phenomenal Community provides crucial accountability, while our personalised approach adapts to your unique needs. Weekly coaching offers guidance exactly when needed.

Most importantly, Phenomenal was built by someone who's been there - creating a program that acknowledges real challenges while illuminating a clear path forward.



Module 07 • Surfing the Urge Waves
Managing Cravings & Dealing with Discomfort





FOUNDER

David Hensell
Phenomenal Founder
Warsaw 2024



"It would be no exaggeration to say that David completely change my life. He is a modest miracle worker, whose gentle, common sense approach and nurturing spirit can help anyone transform their lives."

Module 08 • Gathering Resources II
Winning the Alcohol Game



Module 09 • Being your Own Best Friend
Building Self-Esteem

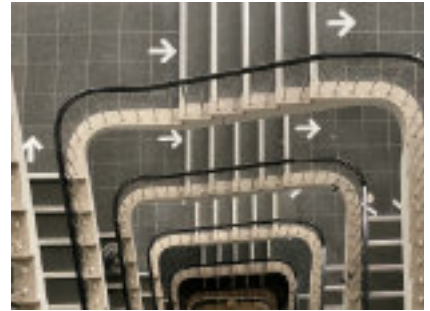
SELF AGENCY

PHENOMENAL

FOR THE JOURNEY

Module 09 • Being your Own Best Friend
Relationships & Support Networks





01. Settling In

+

Stop Thinking. Start Doing: You'll understand what truly matters in your life and how alcohol affects these values, establishing a solid foundation for your sobriety journey.

02. The Journey Begins

+

Change is Not a Linear Process: You'll learn the science behind addiction and the Stages of Change model, allowing you to identify your current position and develop realistic expectations for your recovery.

03. Say Hello. Wave Goodbye

+

Great Insight. Great Outcomes: Discover how to challenge restrictive thinking patterns and apply Radical Acceptance to situations, empowering you to make supportive, balanced decisions.

04. Gathering Resources I

+

Restrictive Thinking: Examine and challenge your limiting beliefs about sobriety, transforming your perspective from fear to opportunity and excitement about an alcohol-free future.

05. Danger Close

+

Recovery Protection - A Sobriety Warning: Learn to distinguish between lapses and relapses while developing personalized strategies to identify and navigate high-risk situations that threaten your recovery.

06. Scratching the Itch

+

Learning to Cope with Urges & Triggers: Master practical techniques to identify triggers and overcome cravings, building resilience and confidence in your ability to maintain sobriety in challenging situations.

Notes:

Phenomenal is an online sobriety program. The core content of the program is consistent regardless of your choice of delivery method. Durations are provided for guidance only. Program may be completed entirely at your own pace.

30



07. Surfing the Urge Waves +

Recognising Urges & How to Send Them Packing: Develop advanced skills to "surf" urges rather than fighting them, transforming your relationship with cravings and building lasting strategies for long-term sobriety.

08. Gathering Resources II +

Restrictive Thinking II: Deepen your understanding of how your mindset affects recovery, embracing change and building confidence to overcome the fear of judgment or failure in sobriety.

09. Your Own Best Friend +

Are You Looking After Yourself? Learn to prioritise self-care and develop healthy boundaries in relationships, establishing the support network and self-compassion essential for sustainable sobriety.

10. Coping Strategies +

Being Kind to Yourself: Master emotional regulation techniques and discover productive alternatives to drinking, empowering you to handle life's challenges with confidence and clarity.

11. Cultivating Wellbeing +

The Power to Change is in Your Hands: Integrate all previous lessons to create a personalized wellbeing practice, establishing sustainable habits that support your ongoing sobriety and personal growth.

12. Graduation +

You Are Phenomenal: Celebrate your transformation journey, reflect on your achievements, and develop a robust plan for continuing your success beyond the program.

Notes:

All styles of the Phenomenal Program are supported by weekly live coaching drop ins.
Together & Private options have additional live and one-to-one coaching sessions.



Program

Format

+

A 12-week immersive online journey blending personalised coaching, evidence-based techniques and community support to transform your relationship with alcohol forever.

Content

+

Comprehensive workbook, digital modules, interactive exercises, personalized action plans, coping strategies, mindset transformations, and practical tools - all designed to build sustainable skills for lasting change.

Duration

+

12-week comprehensive program with flexible timelines (60-day accelerated or 90-day standard plans available). Includes ongoing community access for twelve months post-completion for continued support.

Notes:

Phenomenal is an online sobriety program. The core content of the program is consistent regardless of your choice of delivery method. Durations are provided for guidance only. Program may be completed entirely at your own pace.



Style

Solo

+

Self-paced journey with live group coaching calls, complete digital access, and community support. Work through materials independently while still receiving professional guidance and accountability whenever needed.

Together

+

Group-based experience with shared milestones, collaborative learning, and peer accountability. Benefit from collective wisdom and motivation while building connections with fellow members on similar journeys.

Private

+

Fully personalised one-on-one program tailored to your specific needs and circumstances. Receive dedicated coaching, customised resources, and intensive support with maximum privacy and individualised attention.

Notes:

All styles of the Phenomenal Program are supported by weekly live coaching drop ins. Together & Private options have additional live and one-to-one coaching sessions.



Community

Flexible Access

+

Ongoing membership in our thriving sober community with access to resources, alumni events, and peer support - ensuring continuous growth and connection throughout your sobriety journey.

Open Groups

+

Join diverse community forums where members at various stages share experiences, celebrate milestones, and offer mutual support in a welcoming, moderated environment accessible 24/7.

Private Groups

+

Exclusive cohort-based circles with consistent members progressing together through facilitated discussions, confidential sharing, and concentrated support in an intimate, trust-based environment.

Notes:

All options include lifetime access to the Phenomenal Community. Together and Private options include access to additional, enhanced Community Groups.



Resources

Workbook



Beautifully designed 200+ page comprehensive guide with structured exercises, reflection prompts, and practical tools that progressively build your sobriety skills through engaging, actionable content.

Planners



Customisable tracking tools to monitor progress, identify patterns, and strategise for success. Daily, weekly, and monthly frameworks for managing triggers, celebrating victories, and maintaining momentum.

Help Desk



Responsive AI and human support available to answer questions, provide guidance, and offer technical assistance throughout your journey - ensuring seamless program experience whenever you need help.

Notes:

Workbook supplied to all users as a PDF. Planners and tracking tools may vary subject to delivery method.



Platform

Sobriety Engine

+

Intelligent motivation system that adapts to your unique journey - adjusting challenges, rewards, and support based on your progress patterns to maintain optimal engagement and momentum throughout.

Sober Concierge

+

Meet Solly, your 24/7 sobriety companion, offering instant guidance, personalised check-ins, motivation during challenging moments, and adaptive support based on your specific journey and current needs.

24/7 Program Support

+

Round-the-clock intelligent assistance available whenever you need it - offering immediate responses to questions, personalised encouragement during vulnerable moments, and consistent guidance throughout your sobriety journey regardless of the time.

Notes:

The Phenomenal Sobriety Engine, Sober Concierge and Chat Support are based on carefully trained AI. As such, individual experiences may vary.



Support

Live Groups

+

Weekly two-hour live coaching sessions where members can drop in for real-time guidance, problem-solving, celebration of victories, and personalised insights from an experienced sobriety coach.

One-On-One Help

+

Supplementary coaching sessions available on-demand whenever extra support is needed - bookable at your convenience for extra guidance during challenging moments or to deepen your transformation journey.

Intelligent Chat

+

Intelligent learning companion that analyzes course content to support your personal journey - providing tailored suggestions, answering questions, and offering customised guidance to optimize your sobriety progress in real-time.

Notes:

Supplementary coaching sessions are available at an additional charge and are subject to availability



Location

Coventry (UK)
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Seattle (USA)

Contact

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Social

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