

WellBalance to Unveil Its AI ChatCoach at IPPA's Global Summit on AI and the Future of Wellbeing

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Science-based “coach in your pocket” showcases safe, private and ethical AI for personalized positive wellbeing

LAGUNA NIGUEL, Calif., March 19, 2026 – WellBalance.org – WellBalance, LLC announced that it will present and demo its AI ChatCoach at the International Positive Psychology Association's (IPPA) global summit, *AI & the Future of Wellbeing: Navigating the Promise and the Perils for Psychology*, taking place March 23–27, 2026. The five-day online event convenes leading researchers and practitioners worldwide to explore how artificial intelligence can advance – or undermine – human flourishing, resilience, and wellbeing.

At the summit, WellBalance will showcase the WellBalance AI ChatCoach, a safe, private, AI-powered “coach in your pocket” trained exclusively on WellBalance's peer-reviewed science, publications, books, reflective journals, and personalized positivity coaching methodology. Designed to help individuals identify practical next steps toward a more flourishing life, the ChatCoach translates cutting-edge wellbeing science into accessible, personalized conversations that fit into everyday life.

“AI is transforming how people pursue happiness, resilience, and growth, and this summit challenges our field to lead that transformation with rigor and responsibility,” said Troy Norris, Founder and Principal Investigator of the WellBalance Institute for Positive Wellbeing. “Our AI ChatCoach was built to do exactly that – it puts evidence-based, experiential wellbeing science into people's hands through a safe, private companion that feels like a thoughtful coach rather than a generic chatbot.”

A science-backed AI coach for everyday life

The WellBalance AI ChatCoach is powered by a large language model and layered with WellBalance's proprietary knowledge base, including its experiential wellbeing model, peer-reviewed publications, non-fiction books *The WellBalance Way* and *WellBalance Transitions*, BloomBook journals, and structured coaching methods. During a session, individuals can share whatever is on their mind – from burnout and life transitions to navigating relationships or finding meaning – and the ChatCoach gently guides them with Socratic questions to clarify values, surface strengths, and co-create small, realistic action steps.

Key capabilities include:

- A focus on one or two priority growth areas per session, leading to clear, doable commitments.
- Direct application of WellBalance's comprehensive model of positive wellbeing, integrating lived experiences and feelings across major domains of life.
- Conversational support available in text or voice, with multilingual access in major global languages.

To date, the AI ChatCoach has safely completed approximately 100 client sessions, with early anecdotal examples spanning work-life integration, career decisions, business leadership, and complex relationship dynamics. In each case, the ChatCoach helped individuals slow down,



reconsider assumptions, and design more balanced, values-aligned next steps grounded in wellbeing science.

Built for safety, privacy, and ethical use

Reflecting the unique risks and ethical needs of an AI wellbeing coach, the WellBalance AI ChatCoach incorporates extensive safety guardrails and privacy protections. The system is explicitly designed not to act as a mental health or medical provider, nor to offer any financial or legal advice, and it redirects users experiencing severe or persistent distress toward appropriate professional or crisis support.

Privacy protections include anonymous processing of conversation data through WellBalance's infrastructure and enterprise partners, no retention of identifiable transcripts by WellBalance, and no long-term memory of past sessions until more advanced privacy measures can be implemented. This ensures that individuals can explore sensitive topics confidentially while benefiting from a rigorously trained, wellbeing-focused AI coach.

"As artificial intelligence becomes more deeply woven into daily life, we believe positive psychology must insist on tools that are not only powerful, but also protective, ethical, and affirming of human dignity," added Norris. "We designed our ChatCoach to amplify human coaching and support – not to replace it – and to meet people where they are with personalized, science-based support for meaningful change."

Advancing AI and wellbeing for high-need communities

The ChatCoach builds on WellBalance's broader mission to bring validated wellbeing tools to individuals and communities at high risk of stress and burnout. In 2025, WellBalance's digital content reached roughly 4.0 million people, with a community of about 46,000 across social media, newsletter, and blog, and its rapid wellbeing assessment has been completed by more than 2,400 individuals. A significant majority of its community comprises women in midlife facing financial strain, caregiving pressures, and elevated burnout risk – a population that WellBalance serves with pay-what-you-can digital resources and accessible coaching tools.

By combining its validated experiential wellbeing assessment, coaching methodology, and AI ChatCoach, WellBalance aims to expand access to high-quality, science-backed support while maintaining a strong commitment to ethics and equity in AI deployment.

About the IPPA AI Summit

AI & the Future of Wellbeing: Navigating the Promise and the Perils for Psychology is a five-day virtual summit presented by the International Positive Psychology Association, running March 23–27, 2026. Featuring more than 40 speakers and thought leaders, the Summit explores how AI can amplify evidence-based interventions, where it may threaten authentic wellbeing, and what ethical responsibilities positive psychology professionals must embrace in this new era. The program includes keynotes, expert panels, interactive workshops, and an expo of AI wellbeing tools.

To learn more or register, visit IPPA's Summit site at: <https://ippasummit.vfairs.com>

About WellBalance, LLC

WellBalance is committed to bringing breakthroughs in the science of positive psychology and wellbeing into people's lives, relationships, and workplaces, one life at a time. The proprietary WellBalance Model of Experiential Positive Wellbeing integrates validated research on lived experiences and feelings into a single, accessible framework that guides personalized, actionable



positive change. Through its wellbeing assessment tools, AI ChatCoach, educational platforms, books, journals, and coach training, WellBalance helps individuals, practitioners, and organizations design practical, evidence-based wellbeing plans that support resilient, flourishing lives.

To explore the WellBalance AI ChatCoach, visit: <https://www.wellbalance.org/chatcoach>

To learn more about WellBalance, visit: <https://www.wellbalance.org>

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