



Company Backgrounder

The Zones of Regulation Impact



USED IN ALL
50
STATES



AND
40+
COUNTRIES



IMPACTED
800K+
LEARNERS



TRAINED
8K+
LEADERS

What is Regulation?

Regulation refers to a person's ability to adjust their state of alertness, energy level, and emotions to meet their goals, respond to the demands of a situation around them, and gain a sense of well-being. It is absolutely essential for leading a healthy and meaningful life.

Teaching regulation is more than just managing feelings; it lays the foundation for success in all areas of life, including:

- Positive mental health
- Healthy relationships
- Academic and career outcomes
- Resilience to challenges

The Regulation Skills Experts™

The Zones of Regulation® addresses the need for **self-regulation** by helping learners of all ages understand the full range of their feelings while exploring tools and strategies to support their well-being. It also provides critical **co-regulation** support strategies for teachers, therapists, and caregivers.

The Zones framework is a valuable resource used in schools, therapy centers, homes, and other settings, empowering learners of all ages including those who are neurodivergent. It teaches the essential skills for developing self-regulation.

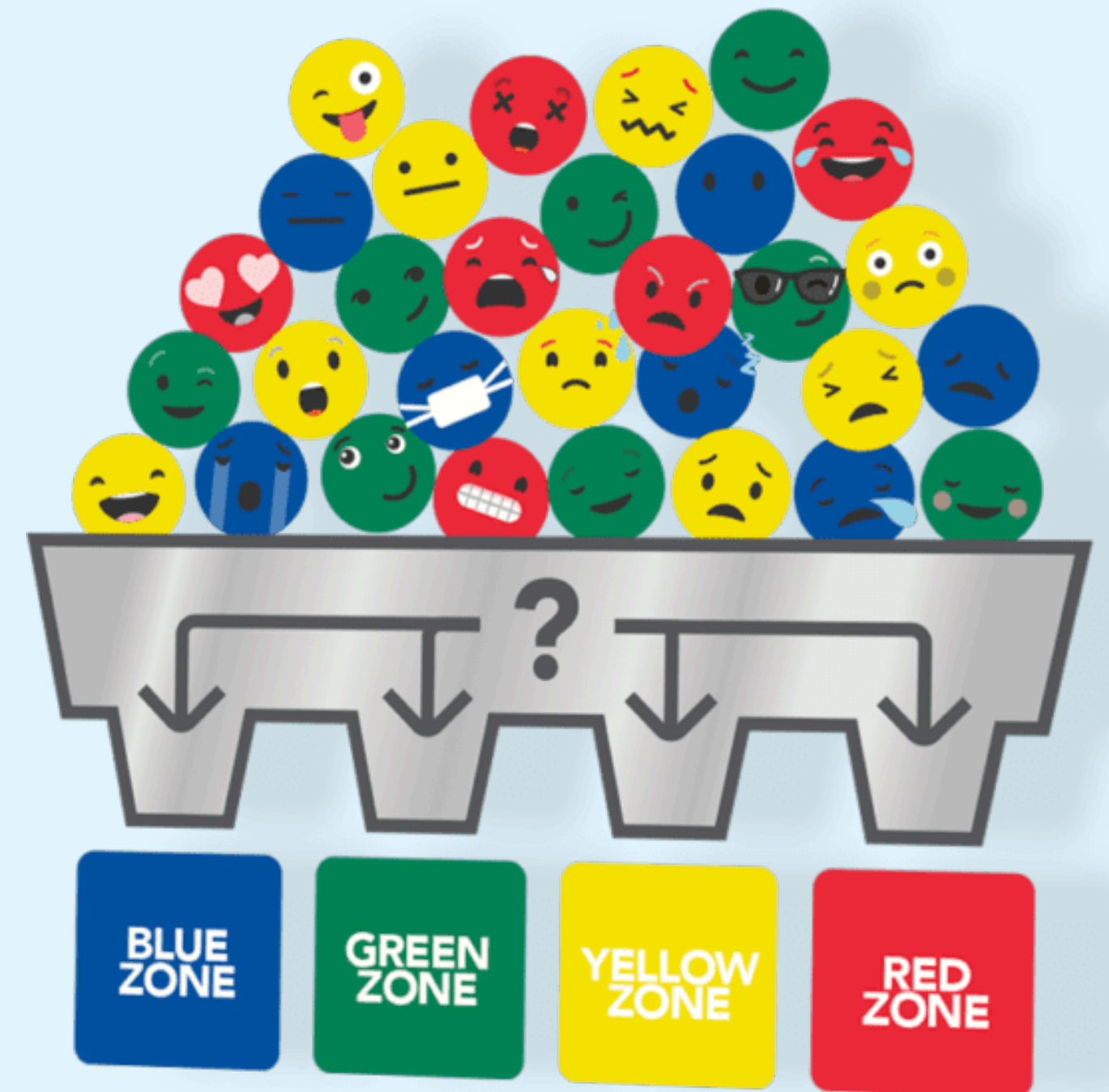
Embraced by a truly global audience, The Zones of Regulation® was created by Leah Kuypers who alongside her expert team, continues to guide its use and ensure it is delivered with integrity and fidelity.



Framework Basics

Feelings are complicated. To make them easier to talk about, think about, and regulate, The Zones of Regulation organizes feelings, states of alertness, and energy levels into four colored Zones: Blue, Green, Yellow, and Red.

This user-friendly structure helps make the complex skill of regulation more manageable for learners and those who support them.



The Zones of Regulation Products

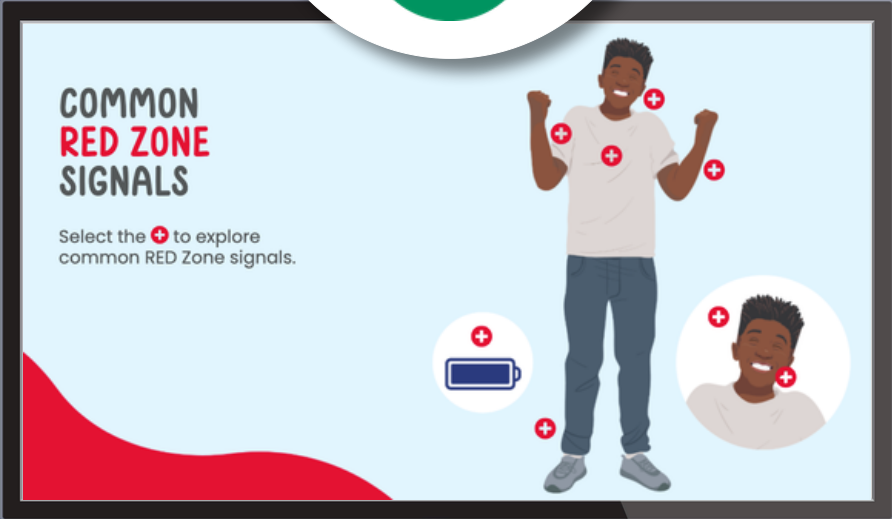
Our offerings help teach and reinforce The Zones of Regulation.

The Original Zones Framework



Knowledge Builders

Learn to implement the official Zones methodology with training from the Zones experts.



Companion Tools

Extend teaching and engage learners with resources and other hands-on products.

The Zones of Regulation® Digital Curriculum

Since 2008



About Our Creator & Founder, Leah Kuypers, M.A. Ed., OTR/L

While working in public schools as an occupational therapist and autism resource specialist, Kuypers encountered learners of all ages with diverse needs.

Recognizing that difficulties with regulation skills often had a significant impact on learners' adaptive functioning and overall well-being, Kuypers created The Zones of Regulation, a systematic and practical approach to fostering regulation skills.

Kuypers is the author of The Zones of Regulation® Digital Curriculum (zonesofregulation.com, 2024), Getting Into The Zones of Regulation: The Complete Framework and Digital Curriculum Companion (Think Social Publishing, 2024), and numerous resources deployed in teaching and reinforcing The Zones.

Kuypers is an internationally recognized trainer, consultant and speaker on regulation and social emotional learning.



Quick Facts

- The Zones of Regulation framework was developed in 2008, leading to the release of the original print curriculum *The Zones of Regulation*® (Think Social Publishing, 2011).
 - The print curriculum sold over 400,000 copies during its time in publication.
- The *Zones of Regulation*® Digital Curriculum was released in 2024 along with *Getting Into The Zones of Regulation: The Complete Framework and Digital Curriculum Companion* (Think Social Publishing, 2024).
 - The Digital Curriculum has already been implemented in 40+ countries.
- Every year, the Zones team trains over 8,000 educators and practitioners worldwide to implement The Zones with fidelity.

10 Key Milestones

1

2008

Leah Kuypers writes her capstone outlining the framework behind The Zones of Regulation, building on her work in the field while attaining her M.A. Ed. with an emphasis in Autism Spectrum Disorder.

2

2010

Kuypers starts her business as a sole proprietor and secures her first series of speaking engagements across Nova Scotia, Canada.

3

2011

The Zones of Regulation print curriculum is published by Think Social Publishing, Inc. and is well-received by those in therapy and special education settings.

4

2012-2014

Kuypers leaves her work as an OT clinician in California, returning to the Midwest where she expands her business. She hires her first employee and launches the first Zones app.

5

2016-2017

Kuypers crafts the first draft of Getting Into The Zones and the company launches numerous companion products including games and another app.



10 Key Milestones

6

2018

In response to the high demand for in-person training, the company launches live-streaming training options.

7

2019–2021

The company expands with a third employee while launching more companion products that support the significant market for Zones-related products.

8

2022–2023

Kuypers brings on additional employees and resources, envisioning a digital future for the curriculum.

9

2024

The Zones of Regulation Digital Curriculum launches and Think Social Publishing, Inc. publishes Getting Into The Zones, the print companion to the digital curriculum.

10

2025 and Beyond

The Zones continues to evolve its global offerings to make regulation more accessible, positively impacting classrooms, therapeutic & community centers, and homes.

Recent Awards & Coverage

Stay up-to-date on Zones News via [Press Releases on our blog](#).



The Zones of Regulation was selected as one of the 100 most scalable and impactful education innovations in the **HundrED Foundation's 2025 global collection**.



Navigating Regulation with The Zones of Regulation was the featured cover story in the **February 2025 issue of Autism Digest**.



With more than 200 episodes, The Zones was pleased to be featured on **The Neurodiversity Podcast - Navigating the Emotional Landscape** in March 2025.



For more information, please contact:

HALLIE RODRIGUEZ
Marketing Manager
hallie@zonesofregulation.com

LEAH KUYPERS
Creator and Founder & CEO
leah@zonesofregulation.com

[zonesofregulation.com](https://www.zonesofregulation.com)