O U R  I N N O V A T I V E  P R O G R A M

We differ from other approaches to social change in two major ways.

First, we focus on the dynamics of everyday social situations than on the personalities and character traits of individuals, as important as they are.

Second, we don’t stigmatize our biases and automatic reactions to difficult situations. Rather, we see our tendencies to “watch and wait,” to ‘go along to get along’ and to make hasty judgments about others as normal and human.

All of our programs combine rich academic content with engaging videos and hands-on activities that young people find surprisingly playful and that our clients—schools, colleges and youth organizations—can tailor to fit their unique needs.

M A N Y  D I F F E R E N T  S H O P S

Our innovative approach turns everyday social situations into opportunities for learning and growth.

First, we focus on the dynamics of everyday social situations rather than on the personalities and character traits of individuals, as important as they are.

Second, we don’t stigmatize our biases and automatic reactions to difficult situations. Rather, we see our tendencies to “watch and wait,” to ‘go along to get along’ and to make hasty judgments about others as normal and human.

A RESEARCH-BASED, DATA-DRIVEN APPROACH

Our approach, built on our extensive experience with youth and deep ties with the research community, is based on the premise that ordinary people are capable of taking extraordinary action.

Research offers not only new insights into how social situations work but practical planning strategies for resisting negative social influences and innovative teaching techniques that inspire and empower. In addition, we contribute to the advancement of science through peer review.

We formally assess the effectiveness of our programs through the use of pre- and post-test instruments to measure how young people take ownership of their learning, how they become more internally motivated and how they develop a lasting set of beliefs that they carry with them.

Most people, most of the time, want to do the right thing, but often don’t know how, what or when to act in a situation.

For example, they often lack the skills and the confidence they need to overcome such common social behaviors as indifference and mindless conformity as well as more complex and negative behaviors that can lead to bullying and violence.

We provide people with a new way of seeing the world and a new set of skills, all derived from science—the “how” of positive social change.

Once we give them access to what has traditionally only been the domain of ivory tower experts, we unlock in them a source of energy that springs out of their innate sense of idealism and passion for justice. The solution lies not in what we think they lack but rather in investing in what they already possess.

Our mission is to create a new generation of Everyday Heroes who engage in daily deeds of kindness and social engagement in their roles as Heroes-in-Training.

S T A N D  U P ,  S P E A K  O U T ,  T A K E  A C T I O N

C O N T A C T  U S

If you would like to know more about HIP Education, or would like to discuss how to implement a program in your school or youth group, please contact us at:

admin@heroicimagination.org

We look forward to hearing from you!

www.heroicimagination.org
Our Approach

**General Principles**

1. Participate directly with students, rather than make a passive generic appeal.
2. Target recursive, cyclical processes involved in academic and social success, which result in long-term, positive outcomes.
3. Normalize the behavior or process (avert possible stigma while building empathy).
4. Tell students they (and others) have the ability to grow and improve and then show them how.

**Types of Evidence Presented**

1. Direct evidence and psychological models from research.
2. Evidence from the lives of other individuals.
3. Evidence from the students’ own lives.

**Student Resources**

1. Leave students with tangible connections to the knowledge and information we present to them (videos and texts).
2. Encourage our students to share what they have learned with others.
3. Offer suggestions for short-term projects the students can do on their own or as a class to get started implementing positive change.

Core Modules - Understanding Human Nature

**The Bystander Effect**

Help your audience overcome the social forces that can prevent them from taking action in unclear or emergency situations, and gain the skills to respond wisely and effectively.

**Adaptive Attributions**

Help your audience reduce or eliminate the effects of stereotype threat and unhealthy attributions on learning and performance.

**Situational Awareness**

Help your audience gain awareness of how group influence and situations affect decision-making, and strategies to address social situations mindfully.

**Mindset**

Help your audience shift from a fixed mindset—a belief that one cannot change one’s abilities or personal characteristics such as intelligence—toward a growth mindset—a belief that one can improve aspects of oneself with time and effort.

**Prejudice and Group Perception**

Help your audience gain awareness of their tendency to make assumptions about other people and groups, and conversely gain resilience when they experience prejudice and discrimination from others.

**Social Conformity**

Help your audience gain an increased awareness of their automatic tendencies to conform in social situations, and replace those tendencies with healthy behaviors.

**Our Training**

Our training includes a basic orientation to our topics and approaches, as well as a full demonstration of one of our lessons.

Our training program has been designed to allow teachers and youth workers without a psychology background or extensive experience to effectively deliver our material.

As with our lessons, metacognition, in which the presenter is given a model of what they are changing and how, is a key element of our approach and makes teaching our material more than simply following instructions.