**THE HEROIC IMAGINATION PROJECT**

**We teach people to stand up, speak out, and act courageously and effectively in challenging situations.**

*“Between stimulus and response there is a space. In that space is our power to choose our response.*

*In our response lies our growth and freedom.” ~ Victor Frankl*

**What is HIP?**

The Heroic Imagination Project (HIP), founded by Stanford Professor Emeritus Philip Zimbardo, is dedicated to using social psychological theories and scientific research to transform communities by teaching people of all ages the skills to overcome apathy, passive tolerance, conformity, injustice, and destructive behaviors and become empowered to effectively assert themselves. Our goal is to promote positive social change by teaching prosocial behaviors that address issues of community well-being, bystander apathy, bullying, prejudice and discrimination, and environmental, economic, and social sustainability.

HIP provides the knowledge, tools, strategies, and exercises to help individuals challenge powerful negative social forces and engage more proactively, empathetically, and heroically with the world around them. To date, HIP interventions are actively changing lives and communities in the USA, Mexico, Poland, Hungary, Italy, and Portugal.

**How Do HIP Programs Work?**

We have created a series of evidence-based programs, available to youth and adults, which teach different social lessons and actions through:

* awareness of social and psychological forces that promote inaction and/or destructive behavior
* active skill-building to learn how to improve immediate situations and the broader community
* personal commitments to employ their new awareness and skills in their lives as well as through sharing this knowledge with others

Most HIP workshops employ a Train-the-Trainer model to develop and deliver module-based lessons to community-based groups. HIP Consultants offer the following services:

1. Work with your group to identify your needs and outcome goals
2. Help you choose from our current set of modules or identify the need for new curricula
3. Develop a customized module for you
4. Teach your program to group members who will, in turn, become trainers for your community
5. Be available as a consultant as you deliver your program
6. Work with you to assess your program outcomes

The trainings can be half-day or full-day workshops, which demonstrate and put into practice the customized modules. The modules themselves are developed to fit within 90-120 minutes and offer complete educational toolkits for participants to use in the future.

**HIP’s Core Modules**

***The Bystander Effect*** teaches people about social forces that prevent action in unclear or emergency situations, and helps participants gain the skills to respond wisely and effectively.

***Mindset*** helps people overcome the belief that our abilities and personal characteristics – such as intelligence, or ability to succeed in one’s goals -- are fixed and cannot be changed. This program cultivates a Growth Mindset, which is the belief that these attributes can be improved with dedication and effort.

***Social Conformity*** results in an increased awareness of our automatic tendencies to conform in social and environmental situations, and replaces these tendencies with healthy and effective behaviors.

***Prejudice and Group Perception*** increases awareness of our human tendency to make assumptions about other people and groups, and helps participants become more resilient when they experience prejudice and discrimination from others.

***Situational Awareness*** teaches participants about how the psychology of group influence impacts decision-making, and offers strategies to address social situations mindfully to overcome negative group influence.

***Adaptive Attributions*** helps reduce or eliminate the effects of stereotype threats, so that these unhealthy attributions – which typically reduce learning and performance – can be overcome and replaced with positive attributions.

**Proposed Sustainability Initiatives**

***Sustainability 101*** introduces the core foundations of sustainability, including the appreciation of the interdependence of people, planet, prosperity, peace, and partnership and ways to create a sense of hope, responsibility, empowerment, and engagement.

***Climate Change*** identifies the psychological barriers that limit a sense of efficacy, such as fear, time perspectives, and self-limiting frames of actions and outcomes, and explores communication skills in the face of opposition.

***Social Justice and Equity*** addresses the human causes and consequences of environmental problems within communities, including historical inequities and conflicts. This module facilitates self-reflection and awareness of prejudice and identifies ways to increase inclusion of underrepresented groups.

***Conservation and Behavior Change*** explores attitudes and behaviors that contribute to environmental degradation, and empowers participants to recognize why and how they can make a difference. Addressing traditional elements of the bystander effect and issues of conformity, this module helps communities establish principles of commitment and achieve triumphs of the commons.

**Rates and Deliverables**

Current licensing fees are $5000/module. This fee typically secures a 3-year license to deliver the curriculum to members of the licensee’s group, and includes a complete set of educational and training materials, along with support for delivery and assessment of developed programs. Upon expiration of the initial license, renewals are generally available at a reduced rate. Licensees of multiple modules may receive discounted rates.

The initial training session is $2500, and includes a full-day workshop provided by a HIP trainer to work with groups of up to 20 participants, who will gain the skills to become future trainers. Travel and accommodation expenses for HIP trainer are not included in this fee, and are subject to reimbursement at a reasonable rate or as negotiated.

Customized intervention programs are priced on a case-by-case basis, and are based on the unique needs of the client.

**HIP Reviews**

*“Best day ever!!! I have never been so inspired! I am so excited to get this going and to be trained by 2 absolute rock stars was just a highlight of my life!”*

*“I can't say enough about how great it was! The most important lessons of psychology getting out to people at younger ages could make SUCH a difference! I love that our trainers care so much about teaching, too. The goodness and inspiration in that room was palpable!”*

For more information, check out our website: <http://heroicimagination.org/>,

Facebook page:  <https://www.facebook.com/Heroic-Imagination-Project-322165964228/timeline/>

or contact Vivian McCann at: [vivian@heroicimagination.org](mailto:vivian@heroicimagination.org).

**STAND UP. SPEAK OUT. CHANGE THE WORLD.**