About Heroic Imagination Project (HIP)

Heroic Imagination Project (HIP) is a non-profit organization in San Francisco, founded by Dr. Philip Zimbardo, Professor Emeritus of Psychology at Stanford University.

- HIP’s purpose is to promote everyday heroism a) as an antidote to inaction, inhumanity and corruption, and b) as a celebration of the positive potential of human nature.
- HIP's mission is to teach individuals the skills and awareness needed to make effective decisions in challenging situations.

HIP achieves its purpose and mission by translating research findings from social psychology and related fields into knowledge, tools, strategies and exercises that help individuals and groups take effective action at crucial moments in their lives. HIP has developed a number of programs that have been adopted globally at all levels from small--individuals and schools--to large--cities and even entire countries through ministries of education. Examples include:

- Flint, MI – Herotown, USA – community-based effort using a train-the-trainer model to deliver 2 HIP modules throughout Flint, MI, in county schools and community centers.
- Budapest, Hungary – HeroFest – community-based effort using a train-the-trainer model to deliver 2 HIP modules throughout Budapest.
- Poland – Polish Ministry of Education – nation-wide effort using a train-the-trainer model to deliver 2 HIP modules to all middle and high schools in Poland.

Organizations Getting Started with HIP

While HIP has existed for several years, the organization is in the process of "rebooting" itself. There will be a limited number of opportunities to have one or more people from your organization to become HIP trainers in one or more of the following HIP interventions or modules:

- **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.
- **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.
- **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.
- **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.
- **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.

Your organization can license modules individually or as package. Please contact the HIP team at admin@heroicimagination.org for more information about licensing and the next train-the-trainer opportunity near you!

http://heroicimagination.org