



Media Kit

About Mindset Works

Mindset Works unlocks human potential by equipping people with the growth mindset, the core belief that abilities and intelligence can be developed. It was co-founded by one of the world's leading researchers in the field of motivation, Stanford University professor Carol S. Dweck, Ph.D. and K-12 mindset expert Lisa Blackwell, Ph.D. The team at Mindset Works translates psychology research into practical products and services to help students and educators increase their motivation and achievement. We enable schools to transform into Growth Mindset Schools: schools with a learning-focused culture that make the most out of time and resources.

Science

Our work is based on research by Carol S. Dweck, Ph.D., Lisa Sorich Blackwell, Ph.D. and others. They research what helps students to achieve highly and Mindset Works translates the science into programs that schools apply to increase student learning. Dr. Dweck and Dr. Blackwell discovered that developing a growth mindset –the core understanding that abilities are malleable and not fixed– is critical to adopting learning-oriented behavior. This powerful understanding leads to an increased focus on learning, greater resilience, and superior achievement.

Products

Our products enable schools to become Growth Mindset Schools: learning-focused schools. We enable educators and students to learn, teach and live the growth mindset.

Brainology®, our first product, is an award-winning, blended learning program that teaches brain science and study skills to middle school and high school students. In the program, students develop a growth mindset, the core belief that abilities, rather than being fixed, can be developed over time. Research shows that this powerful belief leads to an increased focus on learning, greater resilience, and superior achievement. The program has been used across the U.S. and several other countries in hundreds of schools and districts, as well as in homes, with enthusiastic reviews by students, teachers and parents.

MindsetMaker™ is an online multimedia course for educators to learn about the growth mindset and how to put it to practice. It includes 5 video modules that introduce teachers to relevant findings from psychology and neuroscience. Teachers explore applications of mindset theory to classroom practice, with specific growth-mindset instructional strategies. Tools and resources are included for teachers to get started in their classroom practice right away.

The SchoolKit® is a suite of resources developed to cultivate a growth mindset school culture. It contains tools for administrators, teachers, and students to learn, teach and live the growth mindset. It contains a full site license for Brainology®, our blended student program, MindsetMaker™, and our online teacher professional development program.

BRAINOLGY®



Our award-winning blended learning program teaches brain science and study skills to middle school and high school students.

The SchoolKit also contains the Mindset Works® LeaderKit, which consists of activities and resources for a leader to develop a growth mindset culture with his or her faculty and staff.

The LeaderKit is a valuable resource for school leaders to use to foster a growth mindset across a school. It has tools for cultivating adult and students mindsets, such as professional learning activities, observation protocols, media resources, student prompts, and more. Also included are tools to engage with parents and presentations for sharing the work with colleagues and staff.

Growing Early Mindsets (GEM)™ is a suite of resources designed to support educators as they integrate growth mindset and social and emotional learning across their PreK-3rd learning environments. The goal is to nurture and cultivate a growth mindset and social and emotional learning competencies in both ourselves and in our students to build a growth mindset learning culture. It is in beta testing and will be released in 2016.

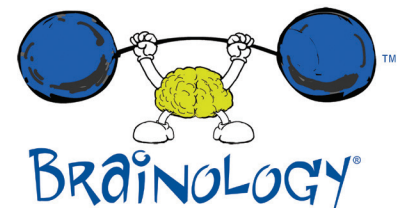
SciSkillQuest is a role-playing game of scientific inquiry that teaches students in grades 6-8 the foundation of the Next Generation Science Standards (NGSS) scientific inquiry practices, along with the academic mindsets and learning strategies students need to enjoy science and learn it effectively. It is currently in development and will be released in 2016.

Corporate Artwork Usage

Mindset Works' logo and company artwork are important assets for communicating our brand, so it is important for us to ensure the integrity of these assets. Mindset Works' official logos and other company artwork can be used for packaging, promotional materials, advertising, web sites, and other collateral if used correctly. Please download the zip file on our website with all official artwork. Contact support@mindsetworks.com or call 650.273.5717 with any questions.

Media Inquiries

For additional information, complimentary access to our programs, or to request an interview with Mindset Works leadership, please contact support@mindsetworks.com or call 650.273.5717.



For our logos and product images, please visit the About Us section of our website, or contact us.