Harnessing the Power of Brain Science to Transform Human Services

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President and CEO
We’ve been at this work a long time…

Women’s Education and Industrial Union on Boylston Street, Boston c. 1870

Photo from *How the Other Half Lives* by Jacob Riis, 1890

LBJ at the inauguration of the War on Poverty c. 1964
and what we do hasn’t changed that much...
...but the world definitely has.
We need to revolutionize human services—but how?

Revelation
(new scientific discoveries)

Re-Invention
(new application)

Revolution
(transformative change)
What does Brain Science tell us about poverty?

1. Poverty produces high levels of stress.

2. High levels of stress produce predictable changes in thinking and behavior.
The Brain Science revolution is changing Human Services at three levels:

Systems of Care
# Revolutionizing the Front Line: From Case Management to Coaching

<table>
<thead>
<tr>
<th>Expert/Decision Maker in the room</th>
<th>Case Management</th>
<th>Coaching</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staff</td>
<td>Teach, direct, support, stabilize</td>
<td>Ask, partner, nudge/encourage, catalyze</td>
</tr>
<tr>
<td>Goal of process</td>
<td>Help “client” complete the program</td>
<td>Help participant set &amp; attain their desired goals &amp; gain new decision-making skills</td>
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<tr>
<td>Staff tools, training &amp; evidence base</td>
<td>Program-based</td>
<td>Evidence based-MM, MI, TIC, CBT</td>
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<tr>
<td>Use of data</td>
<td>External Proof</td>
<td>Intrinsic coaching tool</td>
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Revolutionizing the Front Line: Coaching with High Expectations

Science tells us that we are much more influenced by environmental cues than was previously thought.

- **Priming** - human responses influenced by related external cues;

- **Stereotype Priming** - human responses to societal cues about groups of people with shared characteristics such as race, gender, or social status;

- **Primed Mentor Expectations** - mentors can be “primed” to have differing expectations for participants based on environmental cues and stereotypes.
Revolutionizing the Front Line: Coaching with High Expectations

Mentor expectations are the Coaching Superpower.

Multiple studies show a 30% impact on participant outcomes.
### Revolutionizing the Organization:

- **Design environments for well-being**
- **Promote growth mindset and high expectations**
- **Saturate message of counter-narrative**
- **Incorporate behavioral process design**
- **Routinize goal setting at all levels**
- **Align goals-based use of data at all levels**
Revolutionizing the System:

- Shift from human services to human development
- Cross Pollinate: innovation happens at junctions
- Collaborate and bust through silos
- Shift impact measurement from evaluation to evolution
- Look for business opportunities in new places
EMPath Participants answer the question,

What does mentoring mean to you?
Revolutionizing EMPaTH

- Increase in employment rate: from 65% to 97%
- Increase in annual income: from $23k to $45k
- Increase in college degrees: from 38% to 74%
Revolutionizing EMPath

The Economic Mobility Exchange™ is a global learning network that shares Mobility Mentoring® to help human service organizations to do their work better.

State of WA study found improvements in all 17 areas of parent functioning measured with over 5,000 families and improved readiness for school in their Early Headstart children.
Additional Helpful Resources

Helpful tool for creating an ACEs informed environment
bit.ly/environmentassessment

Helpful video on trauma-informed coaching (done for the World Bank online campus) (Brain Science Video #4, Babcock)
bit.ly/worldbankconcepts

bit.ly/expectationspower

Helpful video from Center on the Developing Child at Harvard University—Research Brief #11, Building the Brain’s “Air Traffic Control” System and Building Adult Capabilities
bit.ly/adultcapabilities

bit.ly/transformhumanservices