

The background of the cover is a close-up photograph of a person in a U.S. Army ROTC uniform. The person is wearing a camouflage cap and jacket. A hand in a similar uniform is visible, touching the side of the person's head. The image is partially obscured by a dark blue banner at the bottom containing the title.

***U.S. Army ROTC  
Case Study***

# Executive Summary of Results

ROTC Cadets (MS III) experienced considerable growth in their mindset skills upon using the MindVue platform from December 2020 through May 2021:

- Overall MindVue Score: 76% increase
- Grit: 56% increase
- Resilience: 75% increase
- Integrity: 60% increase

The top four Cadets based on their Final OML had an average MindVue Score at the 84th percentile based on their reassessment in May 2021, which provides evidence of the positive relationship between their performance and the strength of their mindset (the MindVue global database is largely comprised of high-performing individuals, so the 84th percentile falls into the highest “leading” tier).

One Cadet’s MindVue Score increased from the 20th to 74th percentile – they were described as a “stellar performer” and moved into a leadership role.

In supporting how the MindVue Profile can be used as a predictive tool, two Cadets who were removed from or left the program had MindVue Scores at the 1st and 3rd percentile, respectively, when assessed in December 2020.

Initial assessment data collected in December uncovered a Title 9 issue (SHARP) with one of the Cadets. Identification of this hidden issue helped the Cadre revamp the SHARP training within the program.

## *Feedback from the ROTC Assistant Professor of Military Science/Operations Officer:*

In December 2020 upon the initial assessment:

- “The MindVue platform enabled leadership to identify issues that the Army systems did not normally detect.”
- “The MindVue platform provided evidence-based data and allowed an opportunity for proactive intervention by suggesting action steps to support the Cadets.”
- “MindVue is the “piece that has been missing” in allowing leaders to better connect with their Soldiers and improve their wellness.”

In June 2021 subsequent to reassessment:

- “The best part is seeing the scores to get to the problem before they became big problems.”
- “It helped prevent something from going wrong.”
- “It was a big help for me to get to know the Cadets better.”



## Case Study Overview

The MindVue platform was implemented on December 2, 2020 with 25 Cadets in a senior university ROTC program (MS III). Each Cadet completed the MindVue assessment and then the Assistant Instructor of Military Science/ Operations Officer (an Army Captain) met with each Cadet as part of the end-of-semester mentoring session. The Captain utilized data from the MindVue platform during those sessions, including the MindVue Leader Reports, which showed the Cadet's score on each mindset skill and provided the Army Captain strategies for addressing and building the Cadet's mindset skills. The MindVue Leader Reports provided specific action steps to help the leader/commanding officer (in this case the Captain) proactively intervene to support the mental wellness and optimize performance with each Cadet. The MindVue Leader Reports also provided the leader/commanding officer the opportunity to "start a conversation" with the Cadet which, as documented below, helped flush out issues that otherwise may not have been detected and addressed.

The following two situations demonstrate key components of the value proposition of the MindVue platform:

The #1 ranked Cadet based on standardized Army criteria (e.g., fitness, leadership evaluation, class ranking, Order of Merits, etc.) had the lowest percentile score on the MindVue assessment of all 25 Cadets (a MindVue Score in the 1st percentile based on the MindVue global database) when tested in December. The Captain was initially surprised by this low score but soon discovered during the mentoring session that the Cadet was internally miserable and was only continuing in the program due to family pressure. The Captain was able to provide invaluable support to the Cadet due to the visibility provided through the assessment results. By May, the Captain reported the Cadet was "finding out who he is" and was planning to pursue active duty so he could focus on becoming an engineer, which is something the Cadet is passionate about.

The highest ranked female Cadet based on standardized Army criteria had a percentile score in the middle of the 25 Cadets (a MindVue score in the 30th percentile based on the MindVue global database) when tested in December. During the mentoring session with the Cadet, the Captain discovered a sub-culture of misogyny existed within the program, and the female Cadets had been reluctant to come forward. The issue was elevated to the Professor of Military Science (an Army Lieutenant Colonel) and immediate action steps were implemented to conduct a Command Climate Survey and forum to discuss the female experience in the military and how males and females contribute to create a culture of inclusion. A Title 9 issue (SHARP) is pending.

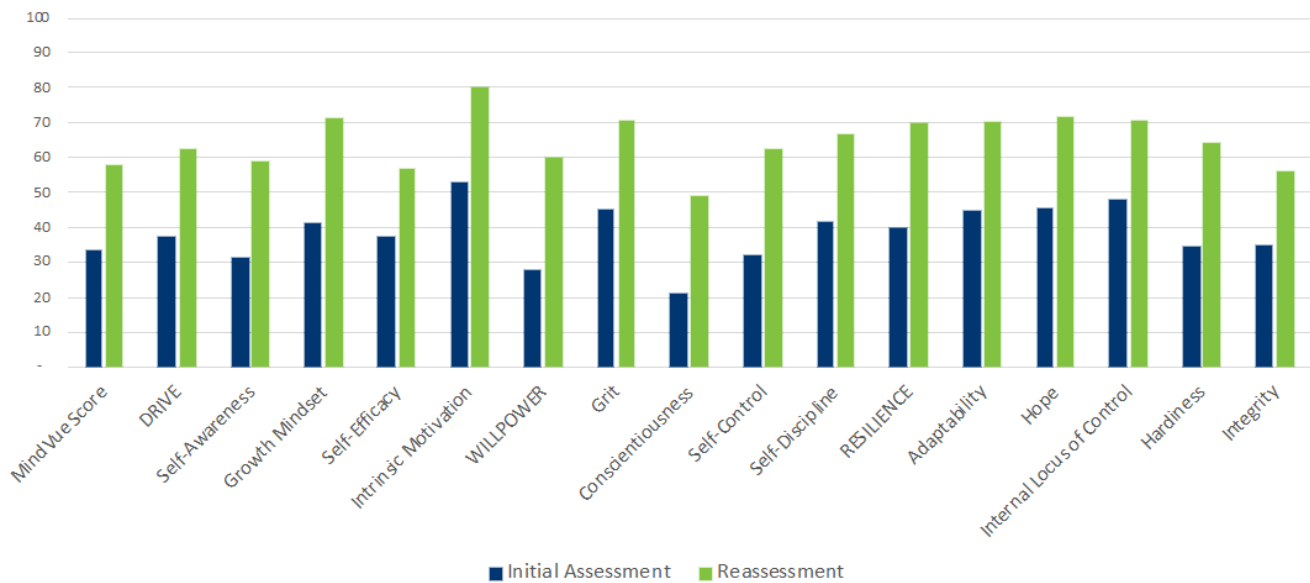
The MindVue platform also provides filtering functionality to help the leaders/commanding officers immediately identify Cadets/Soldiers that score low in a specific mindset skill (e.g., grit or resilience) or score low in multiple mindset skills which could possibly provide early warning signs relating to (i) suicidal ideation; (ii) lack of readiness; (iii) or burn-out. For example, the Captain was immediately able to identify three Cadets that scored below the 10th percentile in hope, resilience, and self-control (one of which was the #1 ranked Cadet mentioned above). While a small sample size, this outcome was similar to a pilot project that MindVue recently conducted on a college campus in which 14% of the freshmen completing the MindVue assessment scored below the 10th percentile in hope, resilience, and self-control. The data could also provide insight on the likelihood of reenlistment.



## Data / Mindset Growth

As part of their training, the Cadets completed the vast majority of the learning modules included in the MindVue platform. These interactive modules provide a learning path personalized for each person to help them first understand each mindset skill and why it's important, and then build that specific skill. For those Cadets that completed both the initial assessment and the reassessment six months later, their growth was incredibly encouraging, as evidenced by the following charts:

### MindVue Profile Results ROTC (MS III) Initial Assessment/Reassessment



		Percentile Score		
Mindset Skill	Description	Initial Assessment	Reassessment	Net Change
<b>MINDVUE SCORE</b>	Composite of all mindset skills plus social desirability and reference bias scales (Note: this is not a simple average of all the percentiles)	<b>33</b>	<b>58</b>	+25
<b>DRIVE COMPONENT</b>	Composite of following four mindset skills that captures a person's current level of motivation that drives them as they attempt to achieve their goals	<b>37</b>	<b>62</b>	+25
<b>Self-Awareness</b>	Understanding and using our strengths while having a clear sense of our identity	<b>31</b>	<b>59</b>	+28
<b>Growth Mindset</b>	Holding the belief that our potential can be cultivated through effort	<b>41</b>	<b>71</b>	+30
<b>Self-Efficacy</b>	Believing in our ability to pursue excellence and accomplish our goals	<b>37</b>	<b>57</b>	+20
<b>Intrinsic Motivation</b>	Having and pursuing self-generated and very meaningful goals that create a sense of purpose	<b>53</b>	<b>80</b>	+27
<b>WILLPOWER COMPONENT</b>	Composite of following four mindset skills that captures whether a person is feeling highly disciplined and perseverant	<b>28</b>	<b>60</b>	+32
<b>Crit</b>	Having the passion and perseverance to remain committed to our long-term goals	<b>45</b>	<b>70</b>	+25
<b>Conscientiousness</b>	Being organized, careful, and dependable in the completion of our work	<b>21</b>	<b>49</b>	+28
<b>Self-Control</b>	Maintaining the ability to control our impulses and delay gratification for a larger reward in the future	<b>32</b>	<b>62</b>	+30
<b>Self-Discipline</b>	Possessing the willingness and ability to give our best effort when completing work that is not enjoyable	<b>42</b>	<b>67</b>	+25
<b>RESILIENCE COMPONENT</b>	Composite of following four mindset skills that captures whether a person feels they can adjust to change and bounce back from stress and adversity	<b>40</b>	<b>70</b>	+30
<b>Adaptability</b>	Possessing the ability to acclimate to the changing environment	<b>45</b>	<b>70</b>	+25
<b>Hope</b>	Possessing the ability to actively pursue our goals while maintaining the ability to navigate around obstacles	<b>45</b>	<b>72</b>	+27
<b>Internal Locus of Control</b>	Believing that our outcomes are determined more by hard work and effort than luck and external factors	<b>48</b>	<b>71</b>	+23
<b>Hardiness</b>	Having the ability to bounce back from setbacks and emerge from adversity stronger than before	<b>34</b>	<b>64</b>	+30
<b>INTEGRITY</b>	Believing we are acting with a moral compass, being honest, and acting with a sense of ethics	<b>35</b>	<b>56</b>	+21

**How to interpret aggregate results (percentile scores are color coded):**

Below 35th percentile = **Needs Improvement**

56th – 65th percentile = **Strong**

35th – 44th percentile = **Developing**

Above 65th percentile = **Leading**

45th – 55th percentile = **Solid**



### *U.S. Military Academy at West Point*

MindVue began working with USMA in 2020 and has already assessed several hundred Cadets. In addition, MindVue is in advanced discussions with USMA to implement the MindVue platform during the Fall 2021 term in the Department of Behavioral Sciences and Leadership and the Center for Personal Development. The goal is to provide the MindVue platform as part of West Point's General Psychology for Leaders (PL100) course, which is taken by all plebes in their first year at USMA. Additionally, the MindVue platform is also being planned to support Cadets at West Point's Center for Personal Development to help facilitate the Cadets' personal and professional development into leaders of character as future Army officers.

### *Higher Education Case Study*

MindVue was contacted in the fall of 2020 by the assistant director of wellness at a higher education institution following "an unprecedented number of attempted suicides" on campus. The university implemented the MindVue platform to assess the freshman students (approximately 1,800 students were entered into the platform) to get a "snapshot" of their current mindset. Data generated from the MindVue platform showed that 14% of the students completing the assessment scored below the 10th percentile in areas measuring hope, resilience, self-control, and a sense of meaning and purpose (factors shown through research to be protective against depression, anxiety, and other forms of psychopathology). Utilizing this data as a possible "early warning sign", university staff were able to proactively reach out to and support the "flagged" students through personal intervention.





## About MindVue

Founded in 2015, MindVue is a human capital firm that measures and builds mindsets to enhance mental wellness and optimize performance. In knowing “what can be measured, can be managed”, MindVue utilizes cutting-edge technology, metrics, and learning solutions to support organizations worldwide. On December 10, 2020, MindVue won a coveted Brandon Hall Group Silver Award for excellence in the **Best Advance in Corporate Wellbeing Technology** category.

MindVue’s learning experience platform is a mobile-friendly online technology used to build mindset skills (e.g., grit, resilience, self-control, adaptability, etc.) which have been shown through research to predict military performance, workplace performance, leadership success, academic and sports performance, and many other life outcomes. MindVue has a growing list of impressive customers including several Fortune 500 companies such as Johnson & Johnson.

### Some of the challenges the military is experiencing:

- Alarming increase in suicides
- Sexual harassment
- No method to measure and track Soldiers’ wellness
- “One-size-fits-all” approach does not provide personalized growth opportunities
- Difficulties reaching Gen Z Soldiers between training and professional counseling
- Improving the effectiveness of counseling

### MindVue Differentiators:

- Starts with an evidence-based and scientifically-validated assessment (what we measure, we can manage)
- State-of-the-art behavioral and learning science
- Personalized learning path for each Soldier to develop the right skills at the right time
- Cutting-edge online platform with mobile app:
  - o Allows private access to avoid stigma associated with visiting therapists
  - o Ideally suited for Millennials and Generation Z Soldiers
- MindVue Platform provides test/re-test to track progress
- Gamification and incentivized participation to increase engagement

### MindVue provides a proactive solution to support, mentor, and coach Soldiers:

- Enhance mental wellness by measuring Soldiers’ mindsets to determine how they are thinking and feeling
- Develop leaders of character
- Provide personalized learning for each Soldier
- Employ a proactive tool to assist with suicide prevention:
  - o Early warning signs
  - o Builds mindset skills such as hope, resilience, grit, and self-control that can be protective against psychopathology
- Utilize a creative solution to positively impact the issue of sexual harassment
- Optimize performance
- Improve readiness / higher return to duty rate
- Increase reenlistments
- Assist with reintroductions
- Provide data to behavioral therapists to enhance the effectiveness of counseling sessions
- Provide leaders with data, specific action steps, and “conversation starters” to:
  - o Assess and build the collective mindsets of their team
  - o Assess and build the mindset of each Soldier
- Use technology to get “left of bang”
- Evaluate whether positive change is occurring by measuring each Soldier’s mindset to determine how they are thinking and feeling with re-assessments in 6 and 12 months to track their growth (both at the individual Soldier level and the collective mindset of each Platoon, Company, Battalion, and Brigade)

### Contact:



Clete McQuinn



(561) 350-5106



cmcquinn@mindvue.com



www.MindVue.com