

**FAN**



# 10 to 25

The Science of  
Motivating Young People



A Groundbreaking Approach  
to Leading the Next Generation—  
And Making Your Own Life Easier

DAVID YEAGER, PhD

## 10 to 25: The Science of Motivating Young People David Yeager, Ph.D.

Professor of psychology at the University of Texas at Austin and the cofounder of the Texas Behavioral Science and Policy Institute.

**Monday, September 9, 2024, 7:00 PM**  
**Evanston Township High School Auditorium**  
**1600 Dodge Ave., Door 6, Evanston, IL 60201**

**BONUS BOOK GIVEAWAY of 10 to 25 at the event, while supplies last.**

This event is #freeandopentothepublic and will be recorded but not live streamed.  
**NO REGISTRATION REQUIRED**  
Suitable for youth 12+

Presented by **FAN** and 56 of our member schools and organizations.  
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**FOR IMMEDIATE RELEASE: DAVID YEAGER, Ph.D. – IN PERSON**

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*“David Yeager has spent his career designing experiments that inspire students to aim higher, persist longer, and achieve more. His engaging, data-driven book is filled with practical insights to turn you into a better motivator.”* – Adam Grant, Ph.D. (FAN '14, '16)

*“10 to 25 offers actionable advice and real-life storytelling that’s beautifully written, comprehensive, and filled with warmth.”* – Angela Duckworth, Ph.D. (FAN '12, '16)

Neuroscientists have discovered that around age ten, puberty spurs the brain to crave socially rewarding experiences, such as pride, admiration, and respect, and to become highly averse to social pain, such as humiliation or shame. As a result, young people are subtly reading between the lines of everything we say, trying to interpret the hidden implications of our words to find out if we are disrespecting or honoring them. Surprisingly, this sensitivity to status and respect continues into the mid-twenties. In his first book, **10 to 25: The Science of Motivating Young People**, acclaimed developmental psychologist **David Yeager, Ph.D. (FAN '16)** helps adults develop an ear for the difference between the right and wrong way to respect young people and avoid frustrating patterns of miscommunication and conflict.

Yeager explains how to adopt what he terms the *mentor mindset*, which is a leadership style attuned to young people’s need for status and respect. Anyone can adopt the mentor mindset by following a few highly effective and easy-to-learn practices such as validating young people’s perspectives (rather than dismissing them), asking them questions (rather than telling them what to do), being transparent about your beliefs and goals (rather than assuming that they will accurately guess your thoughts), and holding them to high standards (rather than coddling them). Yeager’s pioneering research and interventions have shown these practices reduce a wide variety of behavior problems, including school dropout, unhealthy eating, stress, purposelessness, mental health problems, and more.

This event is suitable for youth 12+. It will be recorded but not live streamed and will be available on FAN’s website and YouTube channel.

Sponsored by **FAN**, in partnership with The Alliance for Early Childhood, The Avery Coonley School, Baker Demonstration School, Barrington D220, Beacon Academy, Bernard Zell Anshe Emet Day School, British International School of Chicago/Lincoln Park, British International School of Chicago/South Loop, Catherine Cook School, Chiaravalle Montessori School, Chicago Jewish Day School, Compass Health Center, Countryside Day School, The Cove School, Evanston Scholars, Evanston Township High School D202, The Family Institute at Northwestern University, Family Service Center, Foundation 65, The Frances Xavier Warde School, Francis W. Parker School, Glencoe D35, Gorton Center, Haven Youth and Family Services, Hyde Park Day School, Illinois Student Assistance Commission, Kenilworth D38, Lake Bluff D65, Lake Forest Academy, Lake Forest Community High School D115, Lake Forest Country Day School, Latin School of Chicago, Leo Catholic High School, Libertyville D70, Lycée Français de Chicago, Magnetar Capital, Near North Montessori School, North Shore Country Day, Northwestern University Office of Neighborhood and Community Relations, Northwestern University School of Education and Social Policy, Pope John XXIII School, Regina Dominican High School, Resurrection College Prep High School, Rogers Park Montessori School, Roycemore School, Sacred Heart Schools, Santa Clara University School of Law, Science & Arts Academy, The Sonia Shankman Orthogenic School, Stevenson High School D125, Wilmette D39, Wilmette Public Library, Winnetka D36, Wintrust Financial, Woodlands Academy, Youth & Opportunity United.