

# GRASP News

July 2019

## Meet GRASP Alumnus David Ngo



***What did you study in college?*** I created the world's first Behavior Design major program at Stanford in 2011 and became the first ever Behavior Design graduate in 2013.

***What is the best thing GRASP has done for you?*** GRASP was the first group of people to believe in my future potential. They supported me with a small scholarship and worked with my college summer internship program that allowed me to give back to GRASP the next summer. That summer taught me what I wanted to and didn't want to do.

***What is the biggest life challenge you faced relative to your educational path?*** Friends and my academic director told me not to pursue designing my own major because it was unconventional. They have heard of no one who has done it before.

***What are you doing now?*** I'm the founder of Behavior Delta LLC, a Behavior Design firm that increases the chance of success of behavior change solutions. For example, I've worked with UNICEF, Pearson, and Spotify to name a few companies. After being a digital nomad for six

years after college and running my consulting practice, Behavior Delta, I've met the love of my life and we now live in New York City as newlyweds. I'm continuing to advance the field of Behavior Design and building a tech product that helps coaches, teachers, and trainers with sustainable and scalable group coaching.

***What one piece of "educational advice" would you give to high school students?*** Don't let anyone manage your expectations of what you can or cannot do, including your friends, family, teachers, and counselors. They are your expectations. You should decide what they are.

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Thank you for bringing hope for the best future to Virginia students!



## Expanding students' opportunity to learn

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GRASP is a Virginia 501(c)(3) nonprofit. GRASP seeks to give ALL students in Virginia the opportunity to build fulfilling lives through post-secondary educational pathways.

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