BIP *Visualized*

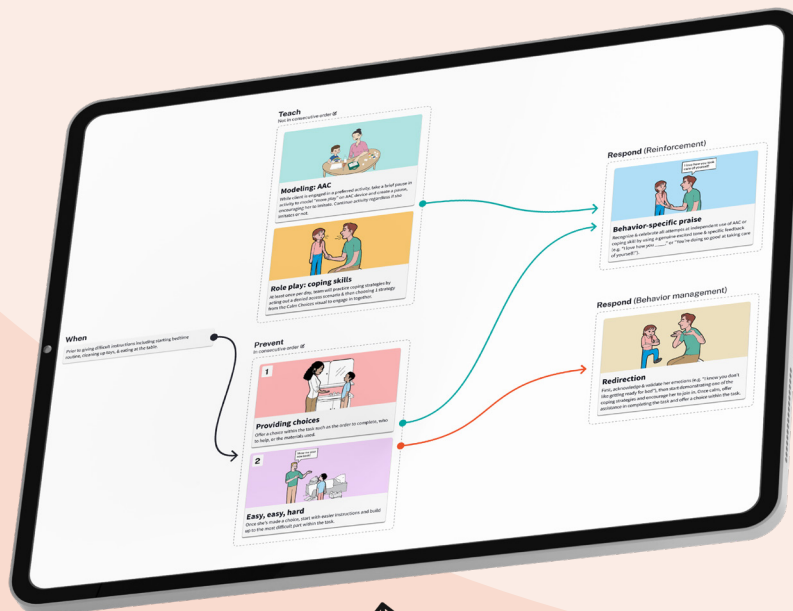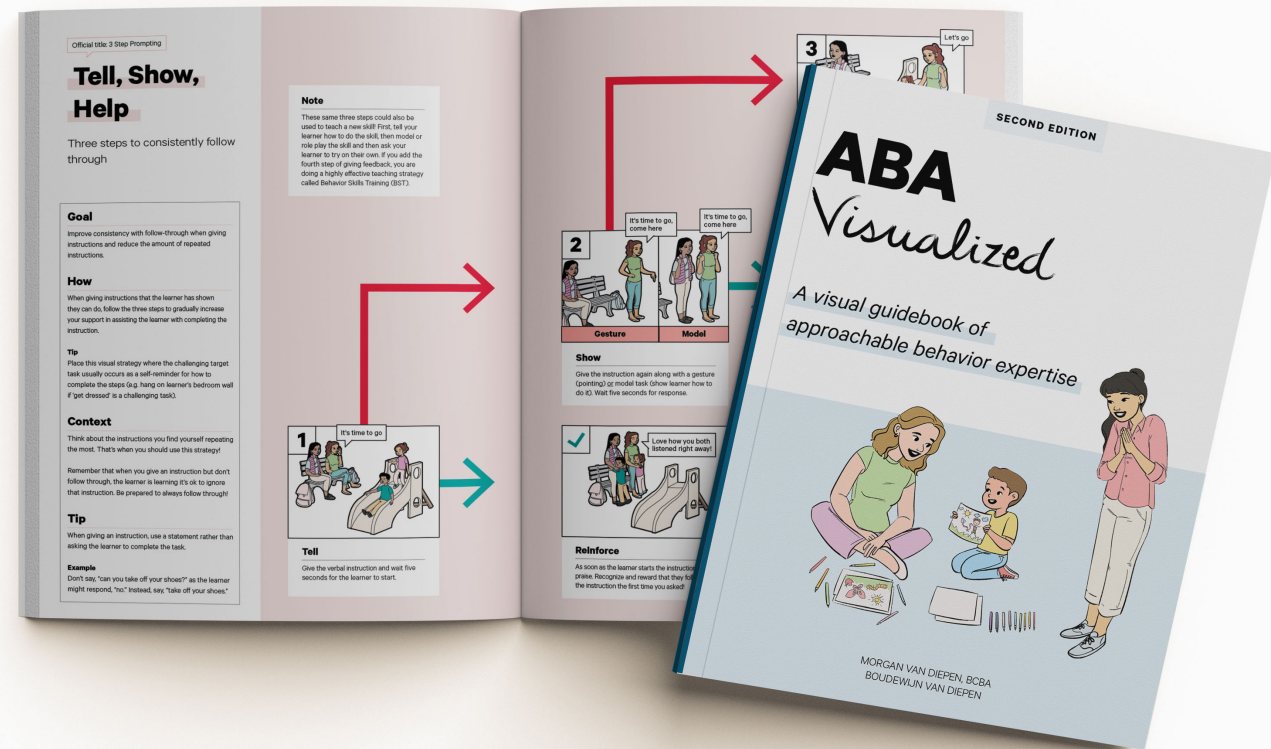# Whitepaper

The new BIP!

Empowering behavior experts to create high-quality Behavior Intervention Plans more confidently and disseminate them more effectively through visual storytelling.

Background

Our First Company: ABA Visualized

Founded in January 2019, ABA Visualized has created an innovative approach of using visuals to support the mission of making effective behavior strategies more relatable, easier to understand, and more accessible to families & educators. ABA Visualized has self-published a collection of top-ranked books within the categories of Applied Behavior Analysis (ABA), Special Education, and Parenting Children with Disabilities. Additionally, ABA Visualized creates online trainings, leads public speaking events, and provides mentorship, all utilizing our signature visual approach. Through this, ABA Visualized has developed a reputation of being a leader of high-quality content in the field of Applied Behavior Analysis, as evidenced by our high engagement rates (average 4.5%) on our social media and as of January 2024, having more than 30,000 followers combined, more than 900 five-star reviews on our products, and more than 40,000 product sales in its lifetime.

Selections of reviews

Comprehensive and digestible!

My son was recently diagnosed with ASD but we've been struggling with behavior for a couple years. It is overwhelming to think of all the areas we need improvement and then to think of all that I have to learn to help him. I received this book yesterday and after thumbing through it, I was overcome with relief! Here is a comprehensive foundation for our journey, and I am so thankful to the authors! I love the templates and the imagery is A+. I want to get a copy for my child's preschool teacher and other caregivers. It's fantastic. We haven't yet met with our ABA providers, but I'm confident we will have a great head start going in! I love this guidebook and have ordered it a handful of times

AMAZING!

I 100% credit my sons BCBA for telling me about this book. A lot of the tools she uses on my son have come from this book and owning it myself now has been beneficial for our household. We have biweekly meetings with her so when we discussed how I am more of a visual learner and have been looking for good reading material to help me out with my son's autism, she recommended this book! I'll forget be grateful for people who write such factual knowledge about autism and behavior and the tools that can be used to help everyone involved out. Thank you to the creators of this book for sharing your wisdom and for allow it to mold me into the "Ausome" mom I am today!

Every BCBA NEEDS this book!

This is the best parent resource I have ever seen! I have used this book to help explain basic ABA concepts to teachers and parents. Visuals are not just for the kids we work with… parents need them too! Every BCBA should have this in their library!

Obsessed!

I love this guidebook and have ordered it a handful of times as gifts for trainees, my students, and parents. The book is full of amazing content that makes it so easy to explain ABA concepts. It is both visually appealing and beyond helpful. Thank you for being a resource that I use quite often!

Best ABA book out there

This book is a must for all that work implementing ABA… I have bought MANY books geared towards ABA, BCBA, parent training, teaching new skills, etc. But NONE like this one.. I truly recommend it.. this is a true review if I could give it 10 stars I would. This is not a bias reviews I'm simply customer, truly recommend it, you will not be disappointed!

BEST ABA BOOK EVER

I am a BCBA and this is BY FAR the best book I've ever laid my hands on. I have recommended it to ALL of my clients' parents and use it regularly in tandem with parent training when I need to demonstrate a strategy or explain something. Everything is laid out so simply, the visuals are great, everything is explained so well and straight to the point (unlike Cooper book that speaks in circles and is 3 million pages long lol). I'm obsessed and bought 2, one for home and the clinic!

A Necessity!!!

Wow!! I'm so happy that I found this book!! I am a very busy mom of 3 and I work full-time as a behavior specialist. ABA Visualized is now my go-to for teaching strategies and for teaching parents how to reinforce the strategies at home. (I've given 2 as gifts!) This book is a life-saver!!!

Introducing BIP Visualized

BIP Visualized is an online program that helps behavior experts create high-quality Behavior Intervention Plans (BIPs) faster & disseminate approachable recommendations to stakeholders more effectively by using visual storytelling.

How does it work?

BIP Visualized revolutionizes the traditional method of creating behavior plans. With this tool, behavior experts can create their own step-by-step visual BIPs to share with their team. They simply drag & drop evidence-based strategies into our prevent, teach, and respond sections and then individualize their clinical recommendations with our fill-in-the-blank approachable language descriptions. This customization within templates saves time, improves confidence, and reaches individual learner needs.

BIP Visualized introduces innovation not only in the creation of high-quality BIPs, but also in their dissemination. Users can share their interactive visual BIPs with the entire team, replacing the traditional approach of sharing lengthy technical text, which leaves stakeholders feeling overwhelmed and confused. BIP Visualized boosts parent & teacher engagement, understanding, and accuracy in implementation. Users can also access a growing collection of resources, such as template parent training goals and lessons, to assist in creating a comprehensive support plan. These tools enhance the development and ongoing use of the strategies, promoting more effective support for learners.

What is a Behavior Intervention Plan?

A Behavior Intervention Plan (BIP) is a multi-component intervention package that aims to decrease challenging behaviors, often for those with developmental disabilities. When individuals exhibit behaviors that hinder their learning or pose safety risks to themselves or others, clinical professionals like Board Certified Behavior Analysts (BCBAs), Master's level behavior specialists, or school psychologists are called upon to conduct an assessment. This assessment, specifically known as a Functional Behavior Assessment (FBA), aims to identify the reasons and patterns underlying the behavior. Subsequently, based on this assessment, an individualized support plan, often referred to as a Behavior Intervention Plan (BIP), is developed. Although there is substantial research supporting the positive impact and effectiveness of BIPs, there's also much research highlighting the barriers that often hinder these desired results.

Barriers impacting effective BIPs

Effective training

While it is a crucial skill set for behavior experts and is part of their required coursework, our research has revealed that these professionals lack confidence in their ability to develop and teach BIPs.

In our survey of over 200 individuals responsible for developing BIPs, only 43% reported feeling confident choosing strategies to fit individual learner needs. In this same survey, 79.4% reported initially not feeling prepared to independently develop a BIP and only 35% of respondents reported currently feeling effective at disseminating their plan to their staff & stakeholders.

When we asked these behavior experts to complete this sentence, "When I first was expected to write behavior plans independently, I felt _____," the answers were alarming: like I was thrown in, completely overwhelmed, like I had to learn through trial and error, terrified, unsure, stressed, lost, nervous, so much pressure of being a brand new BCBA & parents are looking to you with desperation.
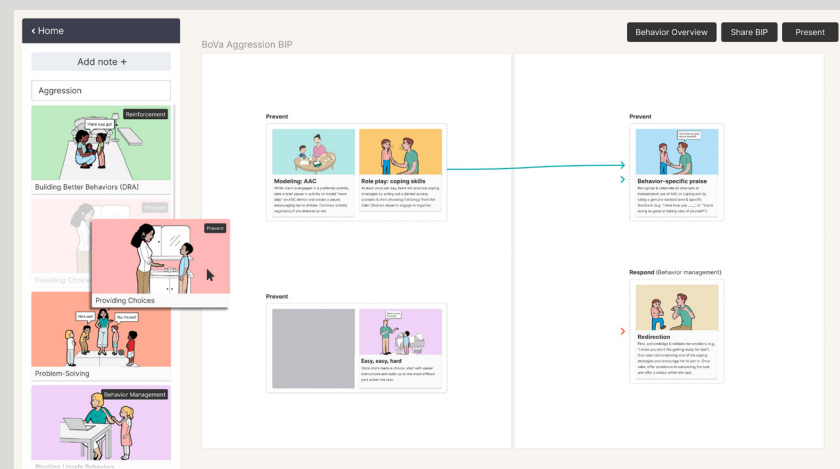
Time

In our pilot study, we discovered that the average time spent developing a BIP was 3.6 hours. While Board Certified Behavior Analysts (BCBAs) have genuine intentions to develop an individualized support plan that considers the learner's preferences, strengths, and needs, as well as the practicalities for the team, the demanding nature of this process consumes a considerable amount of time and effort.

In fact, "time" was the number one barrier reported by behavior experts in our pilot study interviews. Many BCBAs face constraints on their time, limiting their ability to dedicate the necessary resources for creating comprehensive and tailored BIPs. This time limitation may compromise the thoroughness and quality of BIPs, impacting their overall effectiveness in supporting individuals with behavioral needs.

Technical jargon

The complexity and confusion associated with commonly used, technical behavior terminology contributes to the abandonment of potentially beneficial BIPs. This abandonment leaves stakeholders feeling under-supported and service providers feeling ineffective.

Technical language negatively affects comprehension and acceptability of evidence-based strategies, particularly for individuals with little or no training in Applied Behavior Analysis (ABA) principles. In our own survey of over 500 respondents, we found that 90% of stakeholders expressed a greater likelihood of using behavior strategies if they were presented in a more understandable manner. This difficulty in understanding likely contributes to research findings indicating that team members implement fewer than 60% of the strategies outlined in a BIP, with an average accuracy rate of only 68% when implemented.

Traditional teaching methods

After a behavior expert has developed a BIP, the traditional method of teaching this plan to the team involves providing them with a multi-page text document and reviewing it together. However, our surveys and research indicate that this method is not effective for optimal learning and retention, and it does not adequately support those who could benefit from the plan.

In our pilot study, the average number of strategies included in a BIP was 26 (ranging from 4 to 45), while those responsible for implementation were only able to recall an average of 3 strategies (ranging from 0 to 5). This discrepancy aligns with established research on memory retention, which indicates that information presented in dense text is prone to being forgotten. The brain quickly loses information, tends to overlook the middle portions of lengthy texts, and may become overwhelmed by dense material.

Exploring the positive impact of BIP Visualized on the entire team

The Learner
Client/Student

How does BIP Visualized affect the Learner?

The prevalence of Autism in the United States has increased significantly from 1 in 150 in 2000 to 1 in 36 children in 2023. This rise in Autism cases highlights the urgent need for effective support services, especially for neurodivergent individuals who exhibit challenging behaviors. These behaviors, including aggression, self-injurious behaviors, tantrums, and noncompliance, interfere with daily routines, social relationships, academic learning, and independence. Insufficient support for neurodivergent students at school can lead to long-term challenges in family relationships, employment and an increased risk of engaging in criminal activities and substance abuse as adults. Widely accepted research on students' varying levels of needs suggests that 5% of all students need individualized strategies to improve their behavioral and academic outcomes. For these estimated 2.7 million students, behavior experts' recommendations are the key to effective support.

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Individualized recommendations come together in a BIP as a carefully curated collection of strategies designed to support learners in reducing challenging behaviors and building new skills. However, the number of behavior experts available to provide high-quality, individualized behavior support is insufficient to meet the growing demand. Given that there are over 12.5 million children aged 3-17 in the U.S. with at least one developmental disability (1 in 6), it's essential to empower parents and teachers with strategies to best support their learners on their own time.

BIP Visualized offers a promising solution by allowing behavior experts to share the step-by-step visual plan with all stakeholders. This approach enables consistent collaboration and comprehensive care throughout the day and across different settings. This is especially crucial considering that research indicates the significant role played by stakeholders in implementing recommended behavior strategies. With easy access to a visual BIP with approachable language, the team can consistently provide the necessary support even when behavior experts are not physically present during designated service delivery times. Results from our pilot study emphasize the potential influence of BIP Visualized on learners. When behavior experts used a visual BIP to train the team on behavior strategies, there was a notable 27% increase in their reported positive impact of the BIP on the learners' challenging behaviors.

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BIP Visualized not only improves the team's ability to implement BIPs, leading to a direct impact on learner behavior, but it also reduces the time needed for BIP development. This enables behavior experts to allocate more time to coaching parents, teachers, and behavior support staff during sessions. By offering accessible tools like BIP Visualized and strengthening the support system, the chances of positive outcomes for learners increase.

FROM OUR PILOT STUDY

Using BIP Visualized led to a 27% increase in reported BIP effectiveness in reducing challenging behaviors

Initial average reported BIP effectiveness in reducing challenging behaviors

★★★★☆ 3.7

Average reported BIP effectiveness in reducing challenging behaviors after using BIP Visualized

★★★★★ 4.7

The Stakeholder

Family/Educator

How does BIP Visualized affect the stakeholder?

Parents and teachers often find themselves grappling with challenging behaviors at home and in the classroom, and the struggle can be emotionally draining. Research shows this can leave them feeling ill-equipped, overwhelmed, and at times, even frustrated, leading to a profound sense of burnout and an erosion of self-efficacy. Although they have a genuine desire to provide the best support for their learners, effective support is not always readily available or easy to understand.

BIP Visualized is a personalized solution, offering customizable, evidence-based strategies presented in user-friendly templates. When parents or teachers receive a visual BIP with approachable descriptions, they will feel at ease, knowing exactly how to best support their learner. This approach, incorporating clear language and visual aids, not only enhances the implementation of behavior strategies but also instills confidence and a sense of empowerment among caregivers and educators.

BIP Visualized introduces a groundbreaking feature, enabling behavior experts to share a unique link to an interactive, view-only version of the learner's BIP. This tool enhances collaboration among stakeholders—educators, families, and other service providers. When shared a private link provided by the behavior expert, stakeholders can access and review their custom made visual plan with a free account. Clicking on any strategy in the BIP opens an expanded, step-by-step explanation with relatable examples. This interactive element allows stakeholders to revisit and navigate through the visual plan at any time, offering a more engaging and user-friendly experience. This contrasts sharply with the traditional method of providing a lengthy text document filled with technical jargon that often goes unread.

Our pilot study has highlighted the positive impact of BIP Visualized on the experiences of parents and teachers as they utilize behavior strategies to assist their learners. When participants were given a visual BIP created with BIP Visualized, they reported significant improvements: a 30% increase in feeling prepared to address challenging behaviors, a 15% increase in actual use of the strategies, and a 12% improvement in their belief that the plan effectively supports their learner.

Relevant research

Using visuals to improve understanding of behavior strategies has already been proven to have significant impacts. In one study, inexperienced staff were provided with technically written instructions on how to implement a behavior strategy, similar to how BIPs are often presented to stakeholders today. When asked to perform the strategy, all participants demonstrated low levels of accuracy, averaging 38%. When this same strategy was presented as step-by-step instructions with approachable language and simple diagrams, total accuracy immediately increased for all participants, averaging 99%. Further, participants reported that they preferred these instructions, found them easier to use, and would prefer using this method when teaching others.

"It felt like I was given a custom-created manual for my child."

– Parent

FROM OUR PILOT STUDY

Using BIP Visualized led to a 30% increase in stakeholders feeling prepared to address challenging behaviors

Initial average rating of feeling prepared to address challenging behaviors

★★★★☆ 3.7

Average rating of feeling prepared to address challenging behaviors after using BIP Visualized

★★★★★ 4.8

The Paraprofessional
RBT/Behavior Interventionist/Paraprofessional

How does BIP Visualized affect the Paraprofessional?

Paraprofessionals, including special education paraprofessionals, behavior therapists, and Registered Behavior Technicians (RBTs), play a crucial role in implementing Behavior Intervention Plans (BIPs) for learners with challenging behaviors. However, despite their increasing numbers (over 520,000 special education paraprofessionals in US classrooms and more than 136,000 RBTs worldwide) and daily involvement in addressing challenging behaviors, paraprofessionals often lack the necessary training and resources to effectively support their learners.

Research shows that more than 75% of school-based paraprofessionals encounter student challenging behavior on a daily or weekly basis, spending over 20% of their day addressing these behaviors.

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Additionally, researchers found that in 78% of cases, paraprofessionals implement behavior strategies independently rather than alongside the teacher. However, the current training and support for paraprofessionals in behavioral interventions fall short of meeting their needs. With this in mind, it's clear why current data shows that 61% of paraprofessionals stay in their role for less than two years.

BIP Visualized offers a solution by providing behavior experts with the ability to share a downloadable PDF or a digital interactive version of the visual BIP with paraprofessionals. This addresses the urgent need for paraprofessionals to have access to and a clear understanding of their learner's BIP in order to effectively support them throughout the day. By utilizing BIP Visualized, paraprofessionals can conveniently refer to the visual BIP anytime, enhancing their ability to implement the strategies outlined in the plan. By providing paraprofessionals with accessible BIPs and supporting their training in behavioral interventions, BIP Visualized aims to bridge the gap in their education and skillset. This empowers paraprofessionals to confidently implement behavior strategies and contribute to positive outcomes for students with challenging behaviors. Ultimately, improving the support provided by paraprofessionals enhances the overall quality of education and care for neurodivergent learners.

FROM OUR PILOT STUDY

Using BIP Visualized during sessions led to a 19% increase in paraprofessional's reported confidence.

Initial average self-reported confidence in a session

★★★★☆ 4.2

Average self-reported confidence in a session after using BIP Visualized

★★★★★ 5

The Behavior Expert

BCBA/BCaBA/Behavior Specialist

How does BIP Visualized affect the Behavior Expert?

Behavior experts, including Board Certified Behavior Analysts (BCBAs), often feel underprepared and undertrained in developing and disseminating Behavior Intervention Plans (BIPs). Even with experience, their confidence levels in this essential skill remain relatively low. A significant number of BCBAs worldwide struggle to produce high-quality BIPs to support their learners, and this is especially true for newly certified BCBAs which make up more than one-third of all current BCBAs. Limited training, low stakeholder buy-in, and burnout contribute to the barriers faced by behavior experts. High levels of burnout, reported by 72% of surveyed BCBAs, further impact their motivation and sense of accomplishment. Turnover for direct care staff is 59% and has been steadily increasing every year. With the majority of employees leaving with voluntary departure, this could indicate that clinicians are not feeling supported, prepared, or satisfied with their position.

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BIP Visualized offers a solution that reinvigorates behavior experts to find their spark again. Every BCBA shares one thing in common: we all chose this career path because we care about those we support. An essential way that provide this support is by using our clinical expertise to curate a recommended behavior plan that aims to reduce challenging behaviors, teach meaningful skills, and offer support to parents and teachers- a BIP.

In our pilot study, we offered behavior experts the chance to try out our innovative approach of using the power of visuals to create and share BIPs. Within just two weeks of using BIP Visualized, the feedback was highly encouraging: there's a 41% increase in their reported confidence, a 39% improvement in gaining stakeholder buy-in, and a 31% increase in feeling effective. When we asked them how they felt about writing behavior plans with BIP Visualized, their responses were overwhelmingly positive, saying they felt: creative, confident, capable, uplifted, flexible, equipped with a plan, inspired, and excited!

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Instead of spending hours writing lengthy, technical BIPs that have a low likelihood of implementation and impact, behavior experts can utilize BIP Visualized to create visually appealing, step-by-step custom plans. The platform simplifies the process by providing fill-in-the-blank templates, generating comprehensive plans that team members feel motivated and capable of following. With BIP Visualized, behavior experts can regain their passion and positively impact the lives of their learners.

FROM OUR PILOT STUDY

Using BIP Visualized to teach a BIP led to a 39% increase in self-reported effectiveness of gaining stakeholder buy-in

Initial average rating of self-reported effectiveness of gaining stakeholder buy-in
⭐⭐⭐ 3.3

Average rating self-reported effectiveness of gaining stakeholder buy-in after using BIP Visualized
⭐⭐⭐⭐ 4.6

FROM OUR PILOT STUDY

Using BIP Visualized during sessions led to a 41% increase in behavior experts' reported confidence

Initial average self-reported confidence
⭐⭐⭐ 3.4

Average self-reported confidence after using BIP Visualized
⭐⭐⭐⭐⭐ 4.8

The Company
ABA Agency/School District

How does BIP Visualized affect the Company?

For companies and organizations overseeing the delivery of behavioral services, such as ABA agencies and school districts, BIP Visualized addresses three distinct challenges.

Customer Satisfaction

Problem
The first challenge revolves around effectively communicating Behavior Intervention Plans (BIPs) to stakeholders, which often hampers their understanding and implementation. This, in turn, can negatively impact customer satisfaction with the agency's services. Families seeking support often endure lengthy waitlists, with approximately 75% of caregivers reporting waitlist periods for ABA services lasting an average of 5.5 months. When families eventually access services, the presentation of complex, technical BIPs can leave them feeling overwhelmed, rather than fully supported. In the service care industry, customer satisfaction scores hold great significance. Additionally, for school districts, prioritizing parent and teacher satisfaction contributes to retaining high-quality staff members in their roles.

When families eventually access services, the presentation of complex, technical BIPs can leave them feeling overwhelmed, rather than fully supported.

Solution
BIP Visualized provides clear and accessible BIPs through the use of visual storytelling and user-friendly instructions. This fosters a positive relationship between the company and stakeholders, leading to better support for learners and higher customer satisfaction scores.

Employee Turnover

Problem
The second challenge centers on the retention of Board Certified Behavior Analysts (BCBAs), given the scarcity of qualified professionals in the field. Recent research shows that 52% of BCBAs stay at a company for less than two years, and their turnover rates are growing by 2.5% each year. With the high costs associated with turnover, companies are searching for solutions to keep their behavior experts feeling supported and satisfied in their role.

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Solution
BIP Visualized simplifies the process of creating visually appealing BIPs, reducing the workload and stress for BCBAs. This contributes to higher employee satisfaction and is likely to decrease turnover rates. In our pilot study, behavior experts expressed their reluctance

FROM OUR PILOT STUDY

Using BIP Visualized led to a 30% increase in collaboration

Average self-reported collaboration

★★★⯪☆ 3.3

Average self-reported collaboration after using BIP Visualized

★★★★⯪ 4.3

to write behavior plans, citing the substantial time it takes (up to 10 hours) for a plan that may not see effective use. Given the critical role of behavior experts in creating and revising these plans, offering a tool that saves time and boosts confidence can be a valuable asset for companies.

In a pilot study, behavior experts expressed their reluctance to write behavior plans, citing the substantial time it takes (up to 10 hours) for a plan that may not see effective use.

Further, BIP Visualized's beautiful design and customizable templates transform the process of developing behavior plans into a creative and inspiring task. Instead of facing blank canvas paralysis, which many behavior experts commonly experience, this tool provides guidance while allowing for autonomy, ultimately building behavior experts' confidence in expressing their clinical expertise. This approach is poised to have a significant impact on both employee retention and the quality of behavior intervention plans produced within the field, both of which are priorities for many companies.

Financial

Problem
The third challenge is financial, particularly concerning insurance companies funding behavioral services for clients who are not making progress toward their behavior goals or whose challenging behaviors persist. This can lead to doubts about intervention

effectiveness and concerns about the justification for continued coverage. Repeatedly rewriting and reteaching interventions when learners persist in challenging behaviors can be time-consuming and costly for funding sources.

While specific data on the financial cost of providing behavior services to students in the US is limited, one study estimated the annual cost of supporting a student with ADHD in schools exceeds $7,000. With millions of students diagnosed with ADHD and many others receiving behavior support, the financial implications are substantial.

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Solution
BIP Visualized addresses this problem by improving client outcomes and accelerating their behavioral success. With enhanced clarity and understanding of the strategies outlined in the BIP, clients are more likely to achieve their behavior goals promptly. This positive outcome not only benefits the clients but also demonstrates the effectiveness of the interventions to insurance companies.
By optimizing the effectiveness of BIPs, more learners can graduate from services, allowing insurance companies to confidently discontinue coverage and save money while ensuring appropriate care throughout the clients' journey. This fosters a stronger relationship between ABA agencies and insurance companies, promotes efficient resource allocation, and establishes a sustainable system of effective behavioral interventions.

Top 3 takeaways from our pilot study

BIP Visualized saves time

While having genuine intentions to create effective BIPs, behavior experts face significant time constraints, spending an average of 3.6 hours on BIP development. Recognizing these challenges, the introduction of fill-in-the-blank descriptions and drag and drop features within BIP Visualized significantly streamlined the process, allowing behavior experts to create visually beautiful, high-quality BIPs 78% faster, with plans now taking only 45 minutes on average. This not only reduces stress for the behavior expert, but also allows them to allocate more time to coaching and supporting staff and stakeholders, ultimately improving the chances of positive outcomes for learners.

Using BIP Visualized enabled behavior experts to write a BIP 78% faster

Initial average time spent writing a BIP

🕐 🕐 🕐 🕐 3.6 hrs.

Average time spent writing a BIP with BIP Visualized

🕐 45 min.

BIP Visualized improves understanding

BIP Visualized addresses the challenges associated with technical behavior terminology, which often leads to the abandonment of BIPs and leaves stakeholders feeling unsupported. In a survey of over 500 respondents, 90% expressed a greater likelihood of using behavior strategies if they were easier to understand.

After switching to a visual BIP, stakeholders reported a 30% increase in feeling prepared to address challenging behaviors and behavior experts saw a 36% increase in their understanding of the strategies.

Using BIP Visualized during sessions led to a 36% increase in stakeholders' understanding of the strategies

Initial average understanding of the strategies

⭐⭐⭐⯪☆ 3.6

Average understanding of the strategies when using BIP Visualized

⭐⭐⭐⭐⭐ 4.9

BIP Visualized improves accuracy

Recognizing that consistent and accurate use of the behavior strategies is paramount for effectively supporting learners, with our step-by-step visuals, BIP Visualized offers a solution that boosts accuracy and ease.

Research demonstrates that when complex strategies are presented with approachable language and visuals, the team's accuracy of implementation raises from 38% to an impressive 99%. In our own pilot study, we found that using BIP Visualized during sessions resulted in a substantial 31% increase in stakeholders' accuracy in utilizing the strategies, resulting in better support for the learner.

Using BIP Visualized during sessions led to a 31% increase in stakeholders' accuracy in their use of the strategies
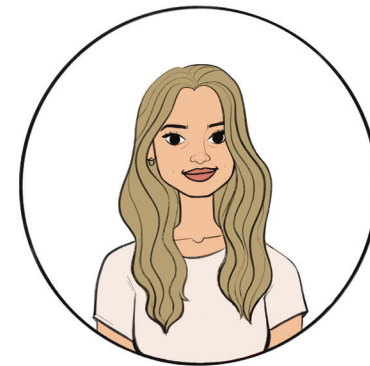
Initial average accuracy in use of the strategies

⭐⭐⭐⯪☆ 3.5

Average accuracy in use of the strategies when using BIP Visualized

⭐⭐⭐⭐⯪ 4.6

Conclusion

In conclusion, BIP Visualized introduces a transformative approach to creating and disseminating Behavior Intervention Plans (BIPs). Drawing on ABA Visualized's rich heritage of visual storytelling and proven efficacy, this tool addresses core challenges in the fields of ABA and Special Education. BIP Visualized uses the power of visuals to improve the development and dissemination of BIPs, ensuring they are easier to create and easier for stakeholders to understand and put into practice. By closing these prevalent gaps, BIP Visualized promises a brighter future for behavior services, aiming to yield better outcomes for neurodiverse learners and their support systems.

About Us

Morgan van Diepen
Co-Founder

Bou van Diepen
Co-Founder

Morgan is a Board Certified Behavior Analyst (BCBA) and Autism Specialist with more than 15 years of experience in Applied Behavior Analysis (ABA), positioning her as a clinical expert in this field.

Her extensive background includes working with families and schools on an international scale and self-publishing a collection of books that rank at the top of "Behavioral Disorders in Special Ed." and "Parenting Books on Children with Disabilities" categories. She has made significant contributions to the field by presenting at respected conferences and designing custom trainings for clinical organizations and school districts. As a result of her efforts, she has gained recognition as a strong advocate for making behavior expertise more approachable. This depth of knowledge & reputation has been instrumental in establishing ABA Visualized as a reputable resource in the field.

Boudewijn (Bou) is an award-winning entrepreneurial designer with more than a decade of extensive design expertise. He has lent his talents to a variety of esteemed organizations, including Hulu, MIT, Bain & Company, and the Dutch Government. Bou's career began in graphic design and has since evolved into a specialization in product design. His unique skill lies in turning intricate information into captivating and user-friendly designs.

With Morgan, Bou started ABA Visualized in 2019, intending to change the world of ABA with design and visual storytelling. Since then, Bou's design expertise & innovative thinking have greatly influenced ABA Visualized in becoming a recognized leader in the field of ABA with more than 40,000 product sales and one of the most substantial social media followings within this field.

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