

brain in hand

Evidence of the impact of Brain in Hand

This report summarises the impact of the Brain in Hand digital coaching platform in numbers from April to June 2025, based on a sample of 296 people. The focus for this quarter is problem solving and self-awareness.

Impact reports are published every quarter.

August 2025

Prepared by: Brain in Hand Research Team



Our impact in numbers

Between February 2024 and March 2025, our user survey gathered 1,489 responses from 913 individuals. In April 2025, we introduced an updated version of the survey.

This report presents findings from April to June 2025, during which 296 people responded. Of these, 24 followed a new pathway designed for participants who did not find Brain in Hand helpful. These responses are included in all denominators, with sample sizes across metrics reduced only by dropouts or non-responses.

Impact is reported, as in previous editions, under four main themes with additional sub-themes.

Impact theme	Percentage of users reporting Brain in Hand helped with a specific area of life
Mental health and emotional and physical wellbeing Health and happiness of users and tangible clinical symptoms, such as anxiety, as well as behaviours that lead to positive health outcomes.	Overall, 80% [210/263 surveyed] of people report that it has improved their mental health. Specifically: • 60% [158/263] with managing anxiety • 53% [139/263] with reducing overwhelm • 40% [107/263] with less stress • 31% [81/263] with burnout, consisting of • 23% [61/263] with preventing burnout • 19% [50/263] recovering from burnout When combined with those who feel supported or report improved wellbeing, this increases to 87% (224/263). Wellbeing • 69% [177/258] shared Brain in Hand had affected their wellbeing to a “substantial”, “significant”, or “moderate” degree Feeling supported • 80% [206/257] shared Brain in Hand helps them to feel supported “completely”, “very”, or “moderately”

Our impact in numbers

The following table highlights how users reported Brain in Hand made a difference in their everyday lives, specifically with their daily life skills and communication and interaction.

It breaks down impact across key themes and sub-themes, showing where participants experienced change.

Impact theme	Percentage of users reporting Brain in Hand helped with a specific area of life
Daily life skills The skills that enable someone to navigate through daily challenges and needs.	Overall, 74% [194/263 surveyed] of people report that it has improved their planning and problem-solving, rising from 56% in the last impact report. Specifically: • 51% [133/263] with organisation • 50% [132/263] with developing effective solutions to problems • 32% [83/263] with improved decision making Overall, 52% [137/263 surveyed] of people report that it has improved their independence and self-care Specifically: • 26% [69/263] with building on life skills • 33% [86/263] with improved self-care • 27% [70/263] with increased independence
Communication and interaction Having the confidence and skills to communicate and interact well with friends and in new social situations.	Overall, 44% [116/263 surveyed] of people report that it has improved their confidence, relationships, and participation in social interactions. • 24% [62/263] with confidence • 22% [58/263] with participating with meaningful social interactions • 18% [48/263] with maintaining relationships • 13% [33/263] with building relationships

“Achieving more” in the workplace

This page shares findings on how Brain in Hand supports people in the workplace. It shows the extent to which users feel they are achieving more in their roles, taking fewer days off, and feeling more confident, as well as how it impacts job retention.

Impact theme	Achieving more
Personal growth and development Life successes and achievements, and being where you want to be and doing what you want to be doing.	Overall, 55% [55/100] of employed persons feel they are “achieving more” in their role [less days off, more confident or performing better in their role] Specifically: • 33% [33/100] are performing better in their role • 34% [34/100] had less days off work • 40% [40/100] were more confident When asked directly, 39% of employed persons reported “yes” they feel they are ‘achieving more’ through using Brain in Hand [56/142] and 39% [55/142] replied “somewhat”. Overall, 48% [48/100] of employed persons reported they are more likely to stay in their role In terms of effectiveness, for those that were experiencing challenges is specific areas, absenteeism was improved for 49% (34/70) and intention to leave for 55% (48/87) of people. <i>“I almost quit due to changes being forced on me, during this few weeks where I was on the verge of leaving is when I used [Brain in Hand] most and I ended up deciding to stay.”</i> User is employed and uses Brain in Hand about once a week

“Achieving more” in Higher Education

This section focuses on the impact of Brain in Hand for users in Higher Education. The table highlights how students report achieving more in their studies, improving time management and attendance, and feeling they are succeeding in their studies.

Impact theme	Achieving more
Personal growth and development Life successes and achievements, and being where you want to be and doing what you want to be doing.	Overall, 62% [66/107] of students feel they are “achieving more” in their studies [manage my time better, attending more classes/lectures/seminars or succeeding in my studies] Specifically: • 52% [65/126] feel they are succeeding in their studies • 40% [50/126] manage their time better • 44% [55/126] attend more classes/lectures/seminars When asked directly, 44% of students reported “yes” they feel they are ‘achieving more’ through using Brain in Hand [60/135]. and 39% [52/135] replied “somewhat”. Overall, 56% [70/126] of students feel more likely to complete their course In terms of effectiveness, for those that were experiencing challenges in specific areas, class attendance was improved for 47% (55/117) and intention to stay for 60% (70/116). <i>“[Brain in Hand] helps me feel less alone and more supported in my challenges. And therefore more likely to finish the course ”</i> User is a student, and uses Brain in Hand several times a week.

Impact on problem solving

Overall, 61% of respondents [160 out of 263] feel Brain in Hand helps them with decision making and problem solving - almost doubling the previous figure.

Between February 2024 and March 2025, 31% of respondents [278/913] said Brain in Hand supported them with “problem solving and decision making.”

In our most recent three surveys (April-June 2025), we separated this into two areas: improved decision making [32%, 83/263] and developing effective solutions to problems [50%, 132/263] (Table 1).

Problem solving and/or decision-making (February 2024-March 2025)	31%
Improved decision-making (April-June 2025)	32%
Developing effective solutions to problems (April-June 2025)	50%
Developing effective solutions to problems and/or decision-making (April-June 2025)	61%

Table 1: Changes in how respondents identify with problem solving and decision making (February 2024 to June 2025)

Problem solving stands out for respondents

While this suggests a stronger impact overall, it also raises an important consideration: respondents appear more likely to identify with problem solving (1) on its own than when it was previously combined with decision making and (2) when framed alongside “developing solutions”. This illustrates how questions are phrased and framed can shape how people choose their responses. Further tracking will help us understand whether this increase reflects a genuine shift in impact or a change in how respondents interpret the categories.

Why we may be noticing this change

Brain in Hand solution packs may contribute to this impact. These in-app solution packs provide ready-made strategies for problem solving some challenging situations, such as ‘plans changing’ or ‘feeling unmotivated’. These practical resources may help explain why problem solving resonates so strongly with respondents.

“I found using the traffic light system for checking my mood and well-being useful, especially during the first two years of my studies when I felt a lot of stress and a bit overwhelmed. I also found the coaching sessions very helpful in helping me to utilise tools within the [Brain in Hand] app and website to break down tasks into manageable steps, and identify problems I may encounter, and strategies to help overcome those anticipated problems.

Participant is a student and uses Brain in Hand several times a week

“Brain in Hand has helped me in operating in my life because having all my solutions and help in one easy to find place helps to declutter my mind. It helps me feel like I can just breathe more and not have to frantically think on the spot if problems arise which is very useful to my as an autistic person.

Participant is a student and uses Brain in Hand several times a week

“In thinking through possibly difficult interactions with my partner. Reminding me of the consequences and the need for space when making decisions.

Participant is a student and employed, they use Brain in Hand daily

Self-awareness

Overall, 48% of respondents [126/263] feel that Brain in Hand helps them with self-awareness and self-acceptance, an increase of 19% from the previous figure (February 2024-March 2025).

From **February 2024 to March 2025, 29% of respondents (266/913)** reported increased self-awareness and self-acceptance.

In the **latest surveys** (April-June 2025), these were split into separate options: **increased self-awareness [43%, 114/267] and increased self-acceptance [24%, 62/267].**

Self-awareness and/or self-acceptance (February 2024-March 2025)	29%
Increased self-acceptance (April-June 2025)	24%
Increased self-awareness (April-June 2025)	43%
Increased self-acceptance and/or self-awareness (April-June 2025)	48%

Table 1: Changes in how respondents identify with self-acceptance and self-awareness (Feb 2024–Jun 2025)

Self-awareness stands out for respondents

The updates to our user survey show that increased self-awareness is more commonly reported than self-acceptance. This aligns directly with some of Brain in Hand’s core features, particularly mood tracking and the timeline. By recording how they feel using the traffic light system, individuals build a clear picture of their emotional patterns. Revisiting this timeline in their 1-2-1 coaching sessions enables users to spot triggers, recognise strategies that help, and reflect on progress. This process not only strengthens self-awareness but also lays the foundation for greater self-acceptance, helping people to better understand and value their own experiences.

What we learn from framing our questions differently

While increased self-awareness was selected more frequently, this also raises an important consideration: respondents appear more likely to identify with self-awareness on its own than when it was previously combined with self-acceptance. This suggests that the way outcomes are framed can influence how people recognise and report their experiences. Further tracking will help us understand whether the higher scores reflect a genuine increase in self-awareness, or whether separating the categories simply makes it easier for respondents to recognise and select this outcome.

“
The mood checker enables me to evaluate how I feel when under any kind of negative feeling/experience. Using the solution packs to navigate those situations.

User is employed and uses Brain in Hand daily

“
The app itself is wonderful to note down my tools and reinforce mindsets and beliefs that I would otherwise easily forget. It feels so good to be able to turn to the app whenever I need it.

User is a student and uses Brain in Hand several times a week

“
[My coach] has helped me be more accepting of myself and my needs and allows me to prioritise myself.

User is employed and a student and uses Brain in Hand several times a week

“
During the provided video call meetings, I have started to be able to engage in some self-acceptance

User is not employed, nor a student, they find it useful just knowing Brain in Hand is there

How Brain in Hand supports in higher education

Daniel is a 24-year-old autistic man from an ethnic minority background. His Brain in Hand licence is funded through the Disabled Students' Allowance (DSA).

How Brain in Hand supports Daniel

Daniel reports that Brain in Hand helps him to reduce stress, manage anxiety and reduce overwhelm. He reports that it boosts his confidence, helps him develop effective problem-solving strategies, feel more organised and improves his decision making. With BiH he has increased independence, improved self care and success in his studies.

He described a time in university where he was struggling to manage his workload and anxiety, alongside the transition to independent living, but then he started engaging with Brain in Hand and this had a positive impact on how he handled the demands of university while also building independence and managing anxiety and overwhelm. Daniel feels Brain in Hand helps him to manage his time better, feels he is succeeding in his studies, and that he has built relationships with peers and professionals.

Supported, wellbeing and achieving more

Daniel feels completely supported since starting to use Brain in Hand and reports a substantial improvement in his overall wellbeing. Daniel also feels Brain in Hand is helping them to achieve more.

Engagement with the service

Daniel's use of Brain in Hand fluctuates depending on what is happening in his life and that he finds it helpful just knowing it's there. When asked about the most valuable features, Daniel ranked solution packs the highest, followed by his coaching sessions and traffic lights.

“

One of the **most helpful features** was the on-demand support. When things got too much, I could reach out and speak to someone who understood. **They didn't just listen—they helped me work through the situation using the strategies I'd already set up in the app.** Just knowing that support was there gave me a real sense of security.

I also had regular sessions with a Brain in Hand coach, which helped me reflect on what was working and what I could improve. Together, we set goals and adapted my strategies as I grew more confident. **Using Brain in Hand helped me feel more in control of my life.** I started attending more classes, felt less anxious in social situations, and even began to enjoy things I used to avoid. **It wasn't just about managing challenges—it was about building confidence and independence.**

“

There was a time during university when I was really **struggling to manage my anxiety and keep on top of everything**. The transition to independent living and the demands of academic life felt overwhelming. I found it especially hard to cope with unexpected changes in routine and social situations, which often left me feeling anxious and stuck. **That's when I started using Brain in Hand, and it made a huge difference.** I used the app to build a library of strategies that I could turn to whenever I felt anxious or unsure. I added reminders, step-by-step guides for situations I found difficult—like preparing for presentations or navigating busy social spaces—and **I tracked my mood to spot patterns in how I was feeling.**

How Brain in Hand supports in the workplace

Aaron is a 59 year old man who is diagnosed autistic, thinks he may have ADHD, as well as another mental health difficulty.

How Brain in Hand supports Aaron

Aaron reports that Brain in Hand helps him to manage anxiety, reduce overwhelm and prevent burnout. He reports that it boosts his confidence and motivation and helps him feel more organised. With BiH he has increased participation in meaningful relationships, improved self care and he feels safe.

He explained how he finds value in the 24/7 availability of the on-demand support and knowing that someone is there helps to reduce anxiety, how he sets reminders to check in with his mood using the traffic lights and how he finds coaching useful to organise his “cluttered mind”. In the workplace, Aaron feels that since using Brain in Hand he feels more confident in work, has had fewer days off, feels he is performing better in his role and feels more likely to stay in his role.

Supported, wellbeing and achieving more

Aaron feels completely supported since starting to use Brain in Hand and reports a moderate improvement in his overall wellbeing. Aaron also feels Brain in Hand is helping them to achieve more.

Engagement with the service

Aaron’s reports he uses Brain in Hand daily. When asked about the most valuable features, Aaron ranked coaching sessions the highest, followed by his traffic lights and the on-demand support.

“

*The main thing with Brain in Hand is the **reassurance that someone is there 24/7**. Just that on its own helps to massively reduce anxiety. I like the ease of use of the traffic light system and the way I can set it to remind me every hour to update my mood/anxiety on the traffic light system. [name] **my coach has been absolutely fantastic, she totally gets me** and helps me organise myself through Brain in Hand.*

“

*I have set reminders to complete tasks through Brain in Hand. This **really helps me** with my busy mind that forgets things easily.*

“

I actively look forward to my coaching sessions. I find [coaches name] very uplifting, which helps straight away and is able to help me organise my cluttered mind in ways I never thought possible. I have had coaches in the past, but [name] is the best by far.