

About aha! Process, Inc.

Drawing on more than three decades of knowledge gained while working with children from different social classes, Dr. Ruby K. Payne founded aha! Process, Inc. to educate professionals and community leaders about the effects of class and poverty on our society. Ruby's observations present a new paradigm for understanding poverty and the mindsets of different economic classes, providing useful information to government officials, social service agencies, churches, and organizations which serve people from poverty.

aha! Process, Inc.'s mission is to positively impact the education and lives of individuals in poverty around the world. It has developed the message that each economic class have hidden rules which govern behaviors and mindsets that enable people to survive and flourish in that environment. Special emphasis has been given to revealing how poverty creates obstacles in numerous settings, and to offering specific tools for overcoming these difficulties. aha! Process, Inc. offers specialized materials that focus on poverty, education, and moving across economic class boundaries – even in relationships! Consultants from aha! Process, Inc. work with school districts, social service groups, and businesses, to help people better understand these related issues.