

Case Study

# Helping Business Students Build Clarity, Confidence, and Momentum



## THE CHALLENGE

Babson students operate in a highly competitive and entrepreneurial environment. Many balance rigorous academics, internships, career pressure, leadership expectations, and personal responsibilities.

However many students do not know where to begin. Some believe their concern is "not serious enough" to seek counseling. Others simply want guidance with confidence, relationships, productivity, communication, or adapting to college life.

As a result, many students attempt to navigate these challenges alone until they become much more difficult to address.

## THE GAP

Traditional campus resources are critical, but students often face barriers:

- Busy schedules and packed calendars
- Limited access during office hours
- Hesitation to seek support early
- Need for career, confidence, and productivity support
- International adjustment and cultural needs
- Graduate students balancing multiple responsibilities

Babson saw an opportunity for proactive, personalized support that fit the rhythm of business school life.

## INSTITUTIONAL CONTEXT

### Organization

Babson College

### Founded

1919

### Location

Wellesley, MA

### Enrollment

~4,000

Launched ShineQuo in Fall 2025



"Our intention with programs like ShineQuo is to go upstream and support students early."

**Dr. Ryan Travia**

AVP, Student Success



"Having access to executive functioning resources for our students is a great opportunity."

**Mary Powell**

Director, Accessibility Services

## THE SOLUTION

ShineQuo complemented Babson's existing student support ecosystem by providing resources proactively that helped students helping students thrive in a fast-paced, high-performance business school environment. It helped students build confidence, develop essential life skills, and make steady progress before everyday challenges became barriers to success.

With ShineQuo, the school expanded students' access to:

- Action-oriented coaching
- 24/7 global access
- Personalized matching based on backgrounds, languages, and life experiences
- Practical self-guided growth resources
- Practical next steps



### STUDENT VOICE

ShineQuo helped me build better habits and routines, I'm more productive and way more mentally clear than before.

-Undergraduate student



### STUDENT VOICE

I see a big difference in how I approach problems, I see things with a new perspective and have better decision making abilities.

-Graduate student

## What Students Worked on Most

Time Management and Goal Setting

Prioritization and Organization

Better Sleep Habits

Professional Growth

Career Positioning and Transition

Decision Making

Academic Adjustment

Reflection and Perspectives



# 4.4

Student feedback on average



# 70%

outside office hour utilization



# 60%

continued sessions after first meeting

## IMPACT FOR STUDENTS

Students reported improvements in clarity, confidence, time management, academic adjustment, decision-making, and overall productivity. Coaching created space for students to pause, reflect, and take meaningful action while navigating the demands of a high-performance business school environment.



Greater Self-Awareness & Confidence



Better Academic & Career Momentum



Healthier Habits & Wellbeing

## IMPACT FOR INSTITUTION

Babson was able to offer an additional layer of student support that was proactive, accessible, and aligned with the unique needs of graduate students, without adding additional pressure on existing campus teams.



Increased Student Support Capacity



Extended Reach to Graduate & International Students



Earlier Support Through Proactive Care Navigation



Supported Student Success & Case Management

## WHY THIS MATTERS

Student success is no longer measured solely by enrollment, persistence, or graduation. Today's institutions increasingly recognize that confidence, belonging, decision-making, adaptability, communication, and lifelong learning shape student outcomes just as much as academic performance.

By complementing existing services with personalized coaching, community, and continuous guidance, Babson explored a model that supports students throughout their developmental journey while allowing existing campus teams to focus their expertise where it creates the greatest impact.

**Ready to transform your campus?**

**Book a conversation to learn more.**



[www.shinequo.com](http://www.shinequo.com)



## STUDENT VOICE

Having to speak with someone who could help me prioritize my things and better adjust my life based on what's important and what's not, has been really helpful.

-Graduate student



## LOOKING FORWARD

As higher education continues evolving, institutions have an opportunity to move beyond reactive models of student support toward ecosystems that encourage continuous growth.

The Babson-ShineQuo partnership demonstrates how coaching, peer connection, and technology can work alongside existing institutional resources to create a more connected, proactive, and student-centered experience.

Ultimately, the goal is not simply to help students graduate. It is to help them build the confidence, relationships, and habits that prepare them to thrive long after graduation.