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"If you manage any people or if you are a parent (which is a form of managing people), drop everything and read *Mindset*."
—Ger Kawasaki, author of *The Art of the Start*

mindset

THE NEW PSYCHOLOGY OF SUCCESS

HOW WE CAN
LEARN TO FULFILL
OUR POTENTIAL

- *parenting
- *business
- *school
- *relationships

CAROL S. DWECK, Ph.D.

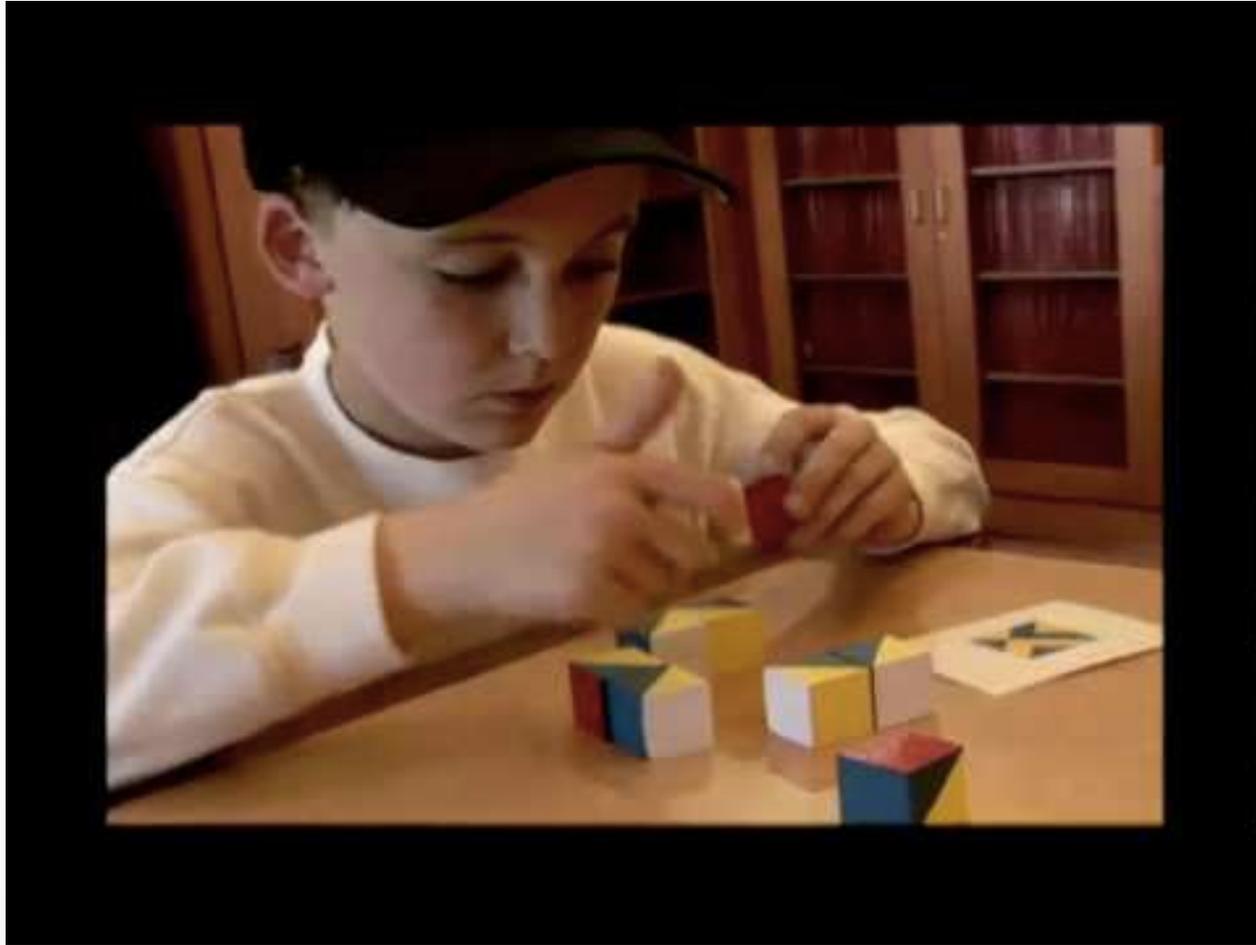
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THE NEW PSYCHOLOGY OF SUCCESS

From the book by
Carol S. Dweck, Ph.D.

Dweck's 20 Years of Research



Why Do Some People Become Non-Learners?



One simple belief about yourself profoundly affects the way you live your life.

Fixed Mindset:

Intelligence and talent are simply fixed.

Growth Mindset:

Intelligence and talent can be developed.



Fixed Mindset

Your basic talents and abilities are fixed traits, carved in stone.

You have a certain amount and that's that.



Growth Mindset

Your talents and abilities can be developed through your efforts.

They develop by taking on challenges, and sticking to things, even if you're having setbacks.



Results of a Fixed Mindset

What's startling is that people with a fixed mindset have achievement-limiting beliefs:

- *See failure as their identity – “I am a failure”, not “I failed”*
- *Try to prove they're special, better than others*
- *It's all about the outcome*
- *Don't admit or correct deficiencies*
- *Devalue effort*
- *Fear challenge*
- *Don't take control of their abilities*

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Results of a Growth Mindset

Achieve more, especially during times of challenge or transition. Willing to work on weaknesses and overcome obstacles.

A time of challenge is a time of **excitement** and **activity**.

Fixed Mindset: A time of challenge is a threatening and anxious time. Avoid thinking about weaknesses.



Recognizing Fixed and Growth Mindsets



Fixed Mindset – Try to prove themselves, very sensitive to being wrong or making mistakes. Success is about proving you're smart and talented.



Growth Mindset- Stretch themselves, learn from setbacks, and find new strategies. Effort is what *makes* you smart and talented.

Imagine as Vividly as You Can



Which Mindset Do You Have?

Decide whether you mostly agree or disagree with each statement.

1. Your business skill is something very basic about you that you can't change very much.
2. You can learn new things, but you really can't change how much business skill you have.
3. No matter how much business skill you have, you can always change it quite a bit.
4. You can always change basic things about the kind of person you are.



Which Mindset Do You Have?

Decide whether you mostly agree or disagree with each statement.

1. You are a certain kind of person and there's not much that can be done to really change that.
2. No matter what kind of person you are, you can always change substantially.
3. You can do things differently, but the important parts of who you are can't really be changed.
4. You can always change basic things about the kind of person you are.



In Which Parts of Your Life Do You Have a Fixed Mindset?



Failure

- **Fixed Mindset** – Setbacks can be traumatic. No good recipe for overcoming failure. You lack competence or potential. You *are* a failure.
- **Growth Mindset** – Setbacks still may hurt, but don't define you. Change and growth are possible. Failure is a problem to be faced, dealt with, and learned from. There are many paths to success.

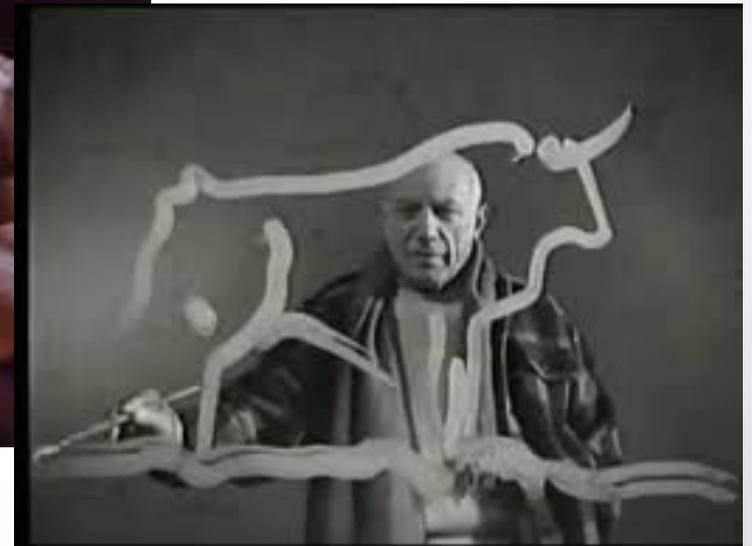


Jim Marshall – Minnesota Vikings

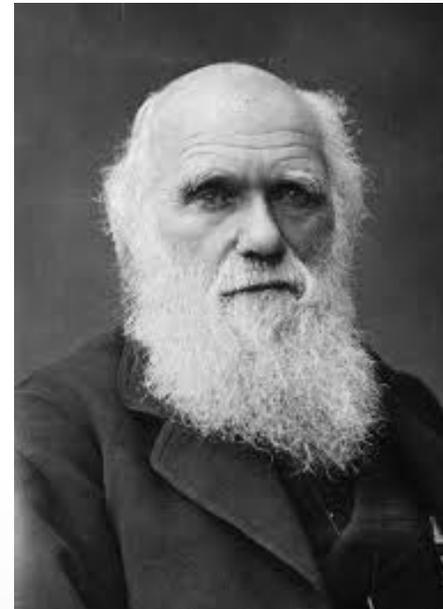


- The most **devastating** moment of his life. The **shame** was **overpowering**.
- **Half Time:** “I realized I had a choice. I could sit in my misery or I could **do something about it.**”
- Instead of letting the experience define him, he **took control of it**. He *used* it to become a better player and, he believes, a better person.

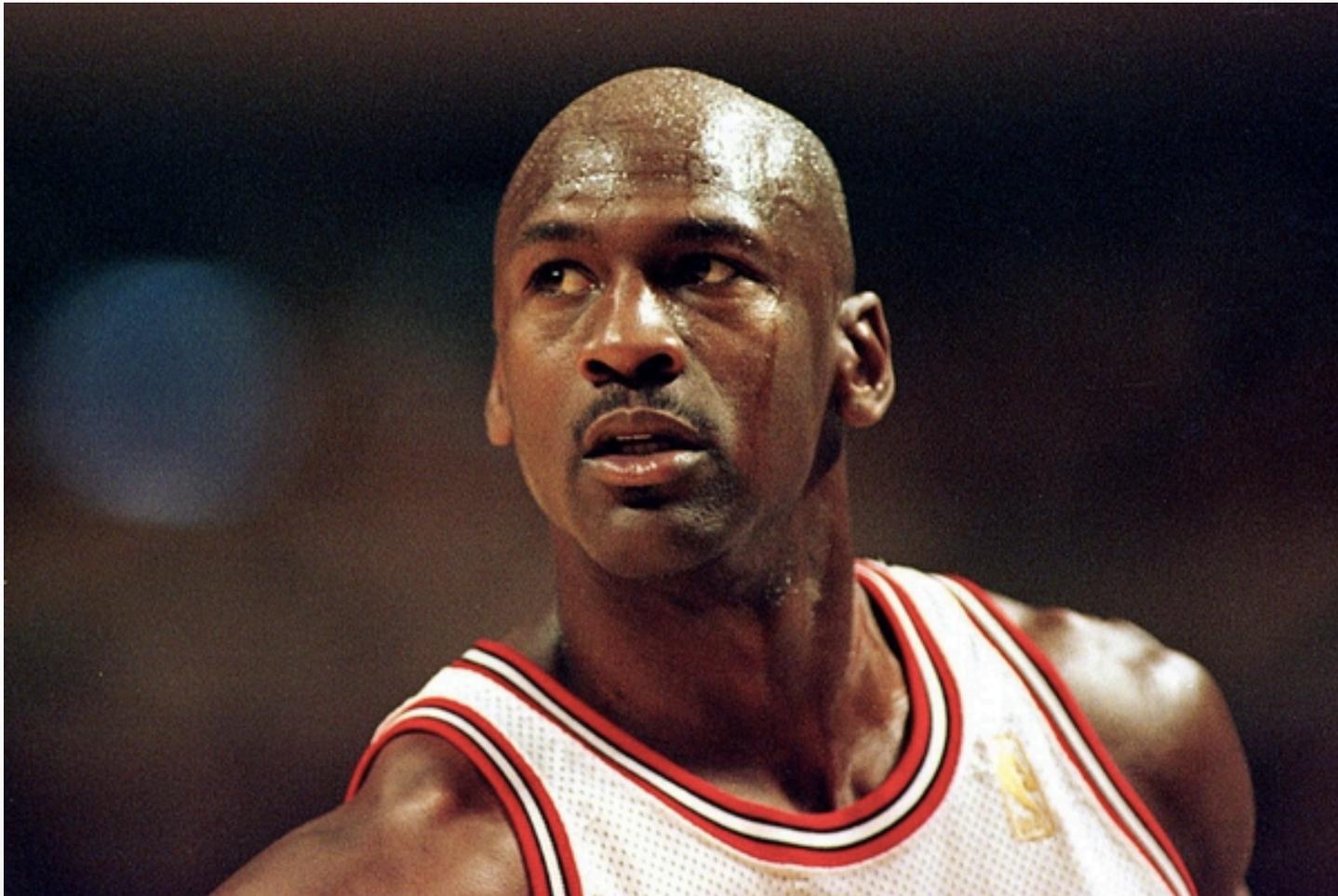
Effort – Even Geniuses Have to Work for Their Achievements



Potential



Michael Jordan – Champion Growth Mindset



Jack Welch – GE Growth Mindset



Changing Your Mindset

- Old beliefs aren't just removed.
- New beliefs take their place alongside old ones.
- As new beliefs become stronger, they give you a different way to think, feel, and act.



Mindsets Frame

Our Internal Monologue

Fixed Mindset creates an internal monologue based on judging.

- “This means I’m a loser”
- “This means my partner is selfish”

Growth Mindset creates an internal monologue attuned to implications for learning and constructive action.

- “What can I learn from this?”
- “How can I help my partner do this better?”



Changing Mindsets

- Just learning about the growth mindset can cause a big shift in the way people think about themselves and their lives.
- Takes us out of world of judgment into an internal monologue of growth.



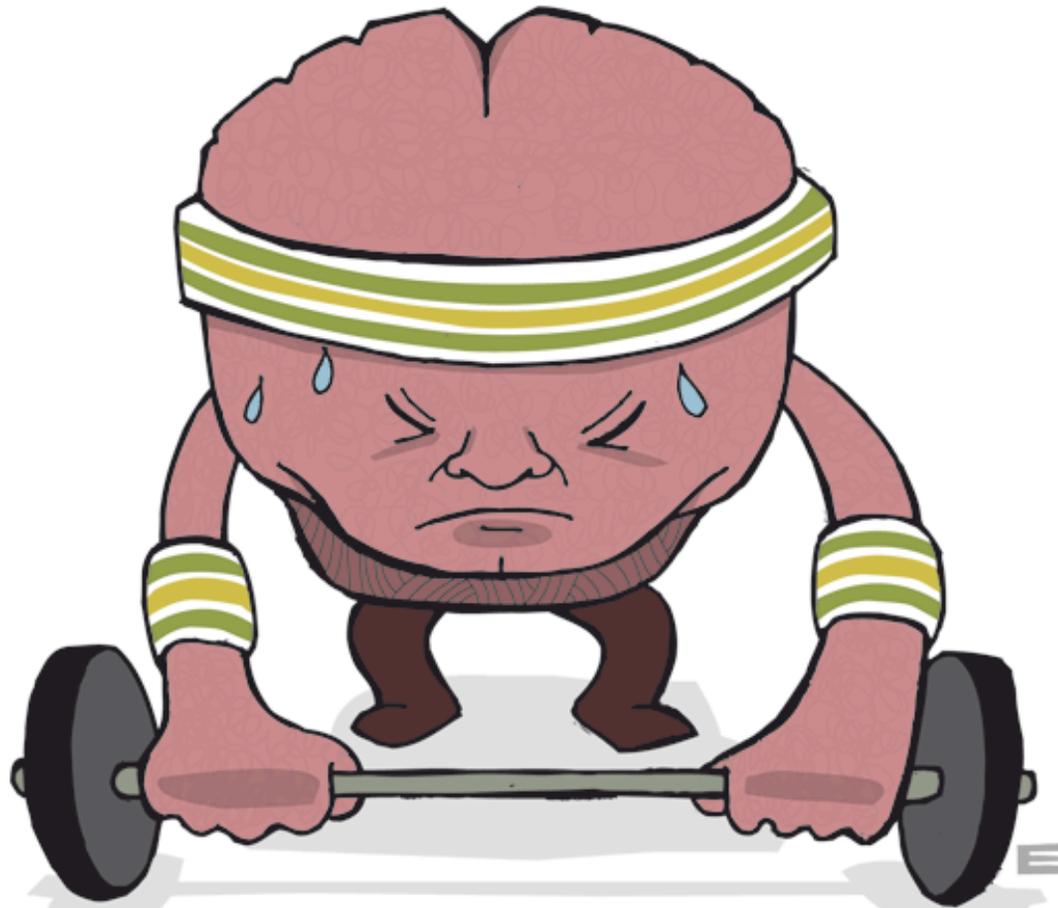
- Example: College student afraid to take writing course

Changing to a Growth Mindset

- **Vivid** concrete plan: “Tomorrow, after I exercise, I’ll get a cup of tea, sit at my desk, and call 10 people to set up appointments.”
- Visualize *when, where, and how* - leads to high follow-through which ups chance of success.
- Setbacks will happen. “What will I do next time I’m in this situation?” It’s a learning process.



The Brain is Like a Muscle



New Connections Form and Your Brain “Grows”



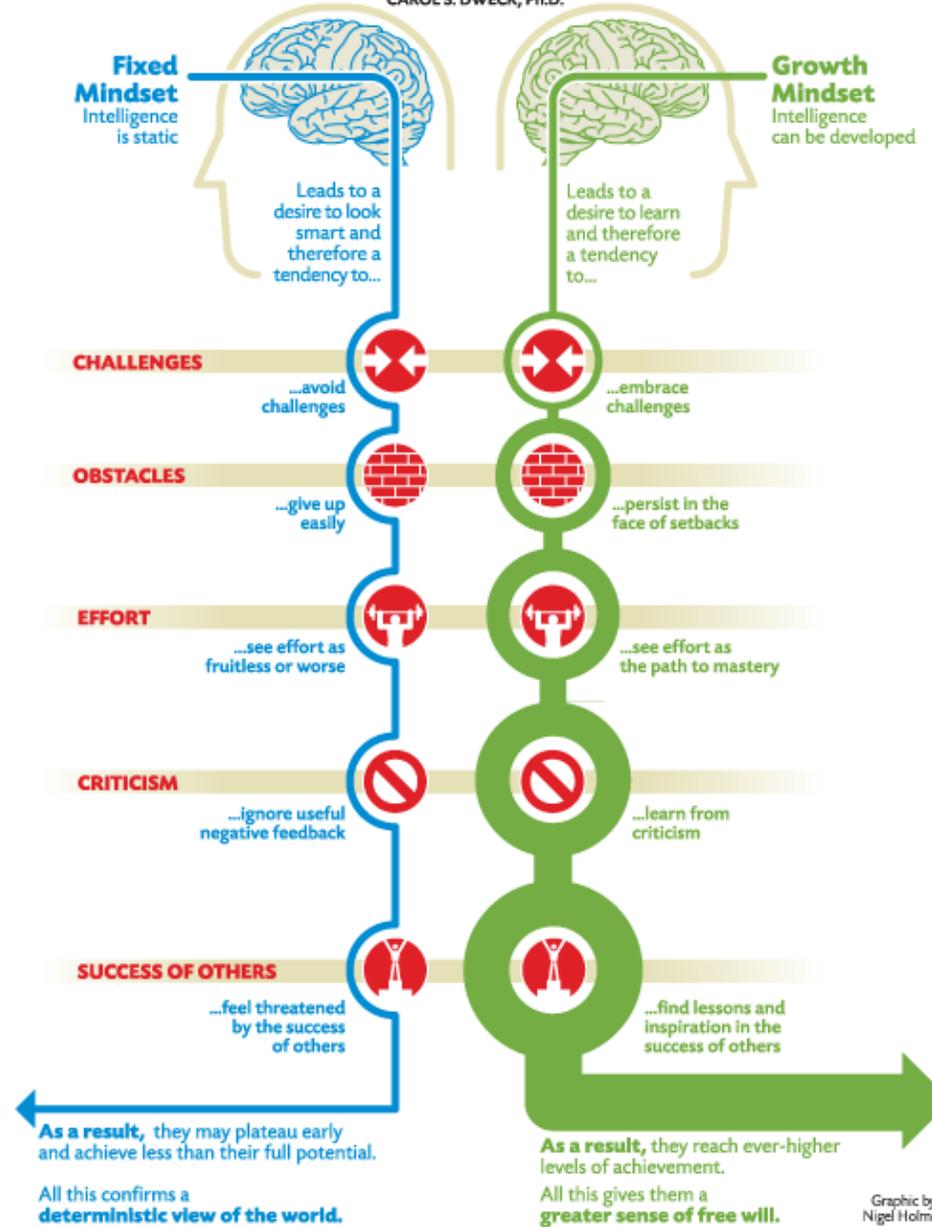
Maintaining Change

- Changes have to be supported or they can disappear faster than they appeared.
- Mindset change isn't about changing a few things here and there. It's about seeing things in a new way.
- Commitment to growth and a growth mindset takes plenty of time, effort, and mutual support.



TWO MINDSETS

CAROL S. DWECK, Ph.D.



Each Day

- “What are the opportunities for learning and growth today?”
- “When, where, and how will I embark on my plan?”
- As you encounter obstacles and setbacks, form a new plan and ask:

“When, where, and how will I act on my new plan?”

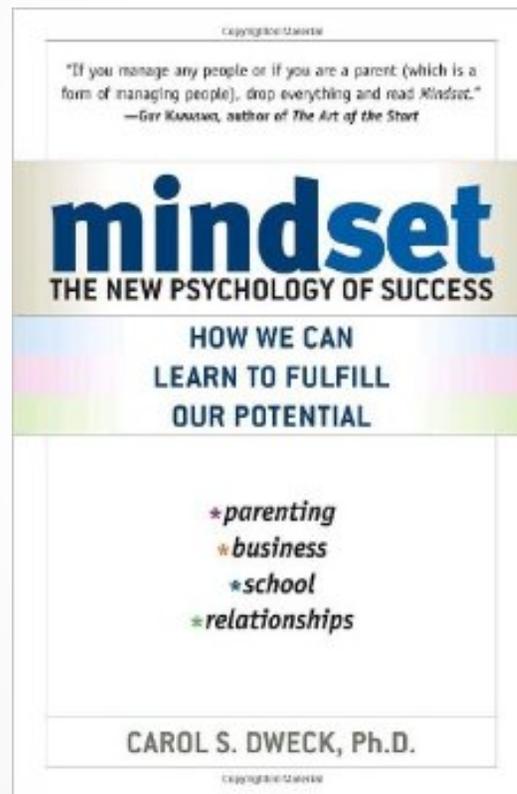


The Road Ahead

- Change can be tough, but I never heard anyone say it wasn't worth it.



Thank You



- Available at [Amazon.ca](https://www.amazon.ca).
- Resources at [mindsetonline.com](https://www.mindsetonline.com)