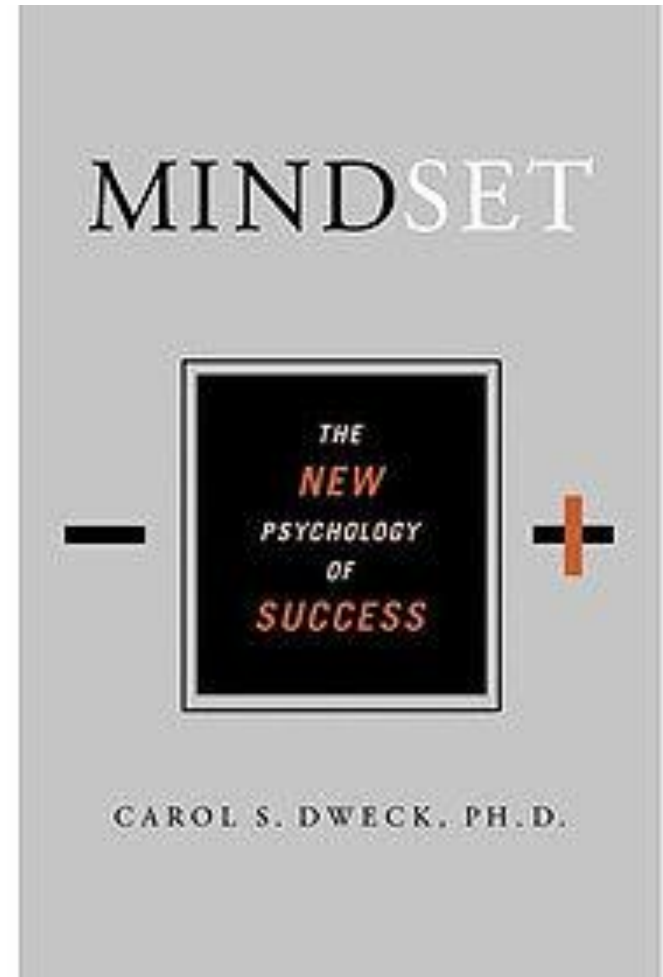


Mindset for Growth

Mindset is a simple idea discovered by world-renowned Stanford University psychologist Carol Dweck in decades of research on achievement and success—a simple idea that makes all the difference.

In a **fixed mindset**, people believe their basic qualities are simply fixed traits. They spend their time documenting their qualities (e.g. intelligence, talent) instead of developing them. They also believe that talent alone creates success—without effort. They're wrong.

In a **growth mindset**, people believe that their most basic abilities can be developed through dedication and hard work—brains and talent are just the starting point. This view creates a love of learning and a resilience that is essential for great accomplishment. Virtually all great people have had these qualities.



The purpose

Fixed

Protect self image
Enhance self esteem

Growth

Learn, grow & fulfill
potential

What to value

Fixed

The outcome:
Achievement &
success

Growth

The process:
Continuous learning ,
efforts & hard work

Unpleasant feedback

Fixed

Growth

Ignore it
Feel criticised

learn from it

Setbacks & obstacles

Fixed

Get defensive or
give up easily

Growth

Persist in the face of
setbacks
Resilient

Attitude towards efforts

Fixed

Fruitless

Only for untalented
people

Growth

Essential path to
mastery