

MINDSET CHANGES EVERYTHING: THE ART + SCIENCE OF SUCCESS IN BUSINESS AND IN LIFE

SESSION DESCRIPTION

Why do some people embrace challenges, bounce back quickly from setbacks, take feedback well, and adapt easily to change – whereas other people struggle to do these very same things? And (equally important) are these differences “hard-wired” – or are they something that we can change?

The answer lies in an understanding of a concept called “mindset,” originally described by research psychologist Carol Dweck. Mindset is the most fundamental way that we perceive, understand, and interact with ourselves, other people, and the world at large – and it can take two different forms: “fixed” or “growth.”

People with a fixed mindset believe that intelligence and skills are essentially innate (“fixed”) characteristics; you either have them, or you don’t. As a result, people who operate primarily from a fixed mindset often feel compelled to continually prove how much innate intelligence and talent they *already have*.

By contrast, people who operate primarily from a growth mindset believe that “innate” intelligence and skills are significantly less important than effort and learning. They believe that it’s not how you start – it’s how you finish. As a result, they are less concerned with proving how smart, talented, and capable they already are – and are more interested in doing everything they possibly can to *get better*.

The good news is that mindset itself is not “fixed”; it can be shaped at both the individual and the organizational level by focusing on several key factors. Understanding how to leverage these factors allows us to shift ourselves – and to help others shift – from fixed to growth mindset.

VALUE TO PARTICIPANTS

This session provides participants with a robust understanding of the differences between a fixed mindset and a growth mindset – and the ability to recognize the components of these mindsets in themselves and in others. Particular attention is also given to the specific steps that participants can take to shift from fixed to growth mindset – and how they can help others make this shift as well. At the end of the session, participants will (1) understand the value of shifting themselves, their employees/colleagues, and their organizations towards a growth mindset; (2) have the tools to make this shift at the individual and organizational level; and (3) have identified the first several steps that they, personally, can take to begin to make this shift.

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New for All Sessions!

Attendees at keynote, half-day, and full-day sessions now also receive access to the online Mindset-course.com program after the session, which helps to enhance both learning and application – and also allows attendees to share the program with their families, if they wish. Find out more about the online program at www.mindset-course.com.

COMMON SESSION FORMATS AND COSTS*

Keynote Session

- **Timing:** Up to 2 hours total
- **Format:** Typically part of a larger meeting or conference that an organization is running, a keynote is designed to provide an overview or introduction to the core concepts of Mindset. By its nature and timing, it tends to be more "presentation" style and less interaction/discussion.
- **Cost:** Virtual (Zoom) delivery is \$4,250 professional fee; in-person delivery is \$6,500 professional fee, plus travel and related expenses

Half-Day Session

- **Timing:** Up to 4 hours total
- **Format:** A half-day session allows for the inclusion of significantly more content than a keynote, as well as ample time for questions, discussion, and exercises.
- **Cost:** Virtual (Zoom) delivery is \$6,250 professional fee; in-person delivery is \$8,500 professional fee, plus travel and related expenses

Full-Day Session

- **Timing:** Up to 7 hours total
- **Format:** A full-day session is typically a combination of a regular half-day session in the morning (ideally with everyone in the organization, if possible), followed by a session in the afternoon with a smaller group (often the senior executive team). In the afternoon session, we will typically do a deep dive into how the Mindset drivers are playing out in the organization currently - and will work to design a plan for shifting the most critical drivers.
- **Cost:** Virtual (Zoom) delivery is \$9,250 professional fee; in-person delivery is \$11,500 professional fee, plus travel and related expenses

* Note: Terms and costs are subject to change until a signed contract is in place.