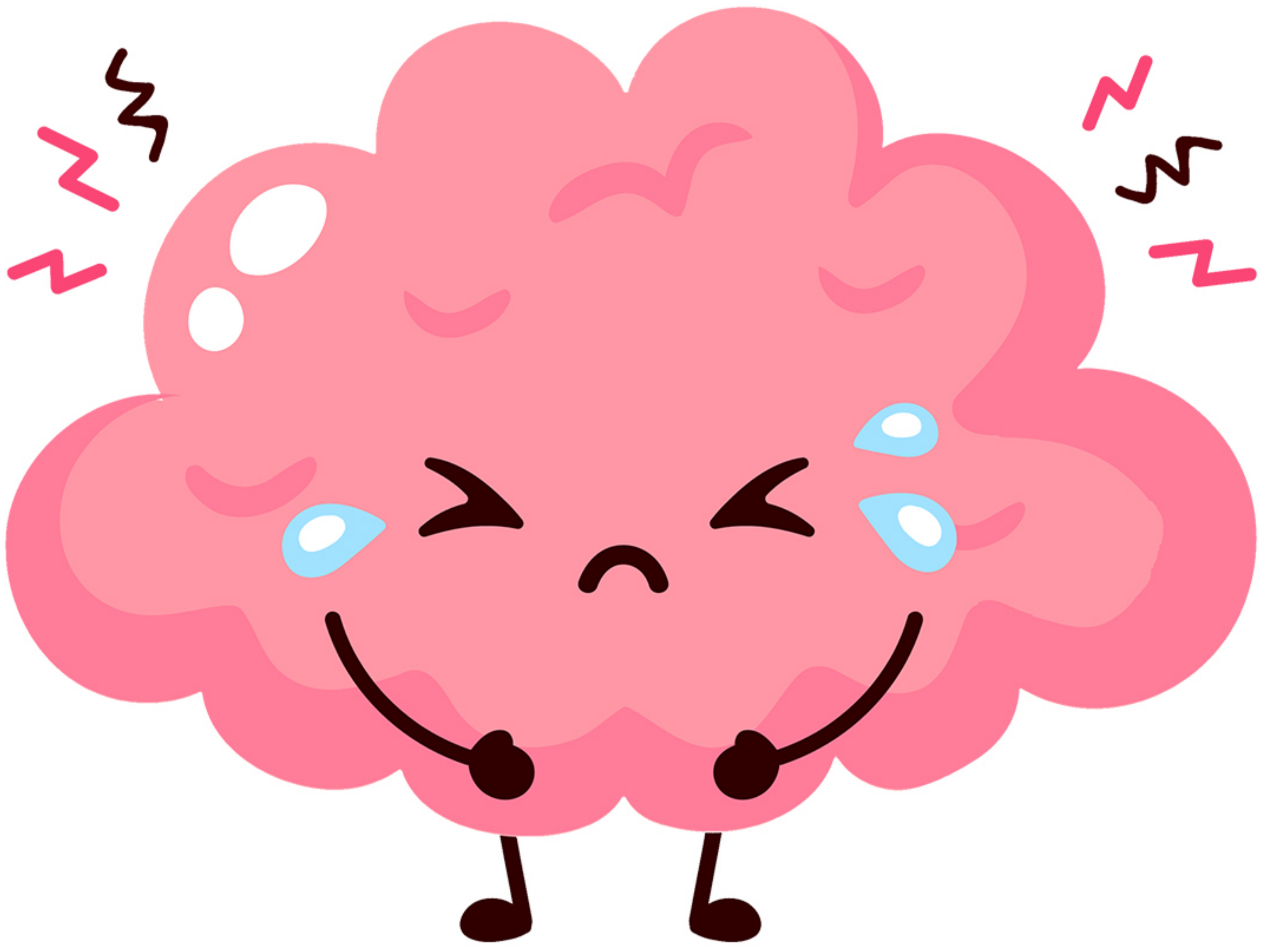


FIXED AND GROWTH MINDSET

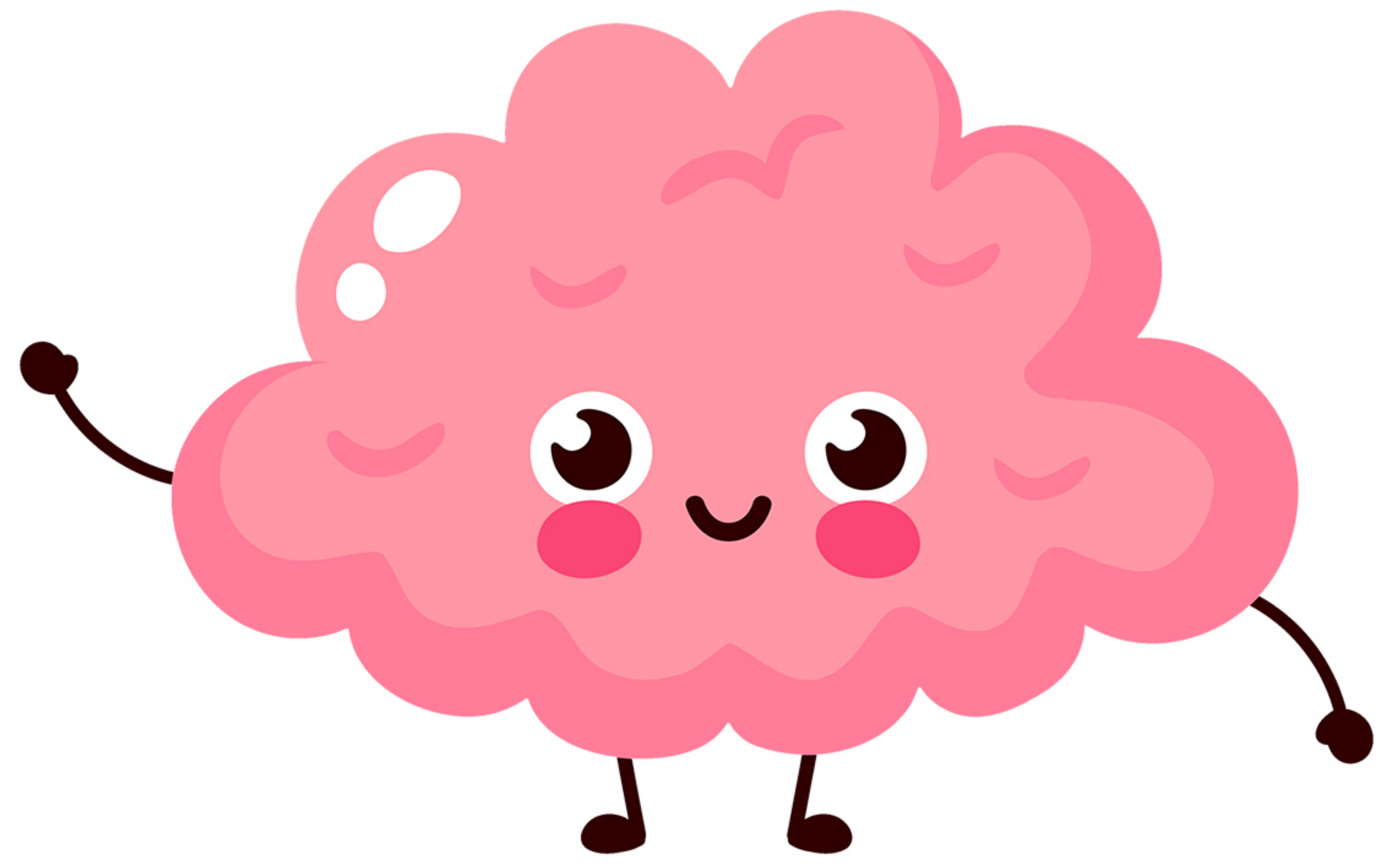
Carol Dweck, PhD, a pioneering researcher and TED Talk speaker, has conducted over 30 years of research on growth-fixed mindset and has shown that our perception of reality has an impact, not only in the education sector, but also in business and in relationships. She coined the term Growth-Fixed mindset.



A fixed mindset

person believes that intelligence, talent, personality, moral character or ability are fixed – someone is either smart or they are not – rather than something that can be developed over time. Those with fixed mindsets see challenges as roadblocks and may give up on tasks before they have to face them. They believe people's qualities are carved in stone.

This mindset creates an urgency to prove yourself over and over.



A growth mindset

is about being dedicated to hard work, effort, persistence and staying curious, while learning and seeking new challenges is cherished. Growth mindset can be learnt and helps people to be motivated and to succeed. People with a growth mindset hold the belief that your basic qualities are things you can cultivate through your efforts. Those with growth mindsets relish moments of failure, different obstacles and challenges throughout life as opportunities to grow and develop.

We can foster a growth mindset in others by the type of feedback we give and by teaching them about the brain's huge potential. Role models give people evidence of growth mindset in action.