

Dr. Carol Dweck's book *Mindset* provided the initial inspiration for the starting line. In

Mindset, Dr. Dweck lays out the premise that people have a "fixed" or "growth" mindset. People with a fixed mindset believe their abilities are fixed and individuals were born with specific talents that they had to discover and then protect. On the other hand, the growth mindset group believed aptitude could be improved with hard work and focused effort.

If you have a fixed mindset, then you're stuck before you start. Every time you try to make a change, your mindset deflects it. "It is difficult for people to learn new skills," you think. "We can't change this," or "This is what we do." And remember, you're the owner or one of the leaders of your organization. If you say it can't be done, then everyone else is powerless to move forward.

But if you have a growth mindset that asks things like, "What can help? How can we get around this obstacle? What do I need to learn? What habit do I need to change?" Your mind isn't holding you back from finding a better way even if it is a different direction that will require learning something new. You understand that your business will evolve to survive, and that you and your people can grow. Because of that, even when you encounter delays, you'll always be making progress. You'll find ways to align your business and keep it in alignment, whatever your circumstances may be.