

- **Introduction**



What is a Growth Mindset?

Over 30 years ago, Carol Dweck and her colleagues became interested in students' attitudes about failure. They noticed that some students rebounded, while other students seemed devastated by even the smallest setbacks. After studying the behaviour of thousands of children, Dr. Dweck coined the terms fixed mindset and growth mindset to describe the underlying beliefs people have about learning and intelligence. She then recognised and developed the theory in the world of business as she could appreciate and see the high impact it was having on business growth.

In a growth mindset, people believe that their abilities can be developed through dedication and hard work. When people have the belief their basic qualities can be developed, failure still hurts, but they know those failures don't define you. The Growth Mindset attitude and focus creates a love of learning and a resilience that is essential for accomplishment. Teaching a growth mindset creates motivation and productivity in the worlds of business, education, and sports.

In our schools and businesses, we have a huge responsibility to teach knowledge to achieve the increasingly demanding examination results and achieve highly ambitious targets, but other factors, such as resilience, confidence, integrity and empathy also have a profound impact on our success. It is crucial to encourage and embed positive attitudes and behaviours by modelling them every day to whomever we meet.

Embracing the Growth Mindset provides individuals with the mental tools to develop a more growth orientated approach towards learning, as well as a more positive approach to any given situation. We have seen individuals make a mindset move, becoming more intrinsically motivated and becoming determined and more resilient to deal with problems and setbacks that arise, thus reducing the levels of anxiety and stress felt. This, in the long term, can prevent the onset and management of mental illness. Knowing that your ability can be developed through hard work, effort, persistence, good strategies and seeking feedback, opens opportunities to all learners, plus the power of knowing you can improve, impacts enormously on our mental attitude, self-belief and focus.

Developing a Growth Mindset culture within any business is the foundation for proactive learning and change. Inviting employees to embrace a growth mindset does not mean that outcomes become devalued, it means by refocusing on the beliefs and practises that shape your employees confidence to try, to learn and to grow, you are more likely to get the desired results. Every business has corporate goals to achieve. Growth Mindset allows businesses to see how to achieve these goals effectively and with sustainability.

- **Mental Illness**

Across the UK, businesses have growing concerns and challenge when faced with mental illness within the workplace. 1 in 6.8 people experience mental health problems in the workplace, which equates to 14.7% of the UK's workforce (Mental Health Foundation – www.mentalhealth.org.uk). Businesses are challenged by the remaining stigma of mental illness and in the recognising of symptoms before affecting staff absence. Many businesses are now working tirelessly to ensure that their colleagues receive the best support when faced with mental illness and wish to continue this by developing preventative measures.

The Growth Mindset approach has scientifically been proven to reduce, prevent and increase the management for mental illness. In a recent clinical trial funded by the National Institute of Mental Health, it was found that a brief intervention teaching growth mindset improved social stress

recovery, increased perceived control, and reduced depression and anxiety The mindset intervention was especially helpful for depression, with much fewer symptoms being exhibited. With this in mind, growth mindset can reduce staff sickness, but more importantly for the your business, value and show support for your colleagues.

As well as this, developing a growth mindset can have a number of other benefits:

Individual	Organisation
Employee satisfaction	Customer orientation and focus is increased
Higher company profile	Increased productivity and quality
Increased productivity	Lower attrition
Improved Life balance	Improved company performance in all areas

- **Our approach**

At Grow Your Mindset, we are passionate about supporting your business revival going from strength to strength, by providing you with the foundation tools that support wellbeing in the workplace. With our knowledge, skills and interactive strategies, we will support your business to ensure that you continue to develop, grow and maintain these core goals that are at the heart of all you do.

When companies enter the world of growth mindset, starting with the leaders, everything changes. You will find that your company brightens, expands, and fills with energy and with possibility. We believe wholeheartedly, in human development, also nurturing the mindset of your staff, to allow them to recognise their enormous potential.



Our workshops will be reflective upon the individual and later applied specifically to their area within the business. Colleagues will be encouraged to continue developing their understanding in between and after workshops, through regular direct contact via video messaging, social media and email. We will provide the tools and structures to support and influence the mindset of the colleagues that they work with.

All those involved in the workshops are accountable for their development and commitment to it and Grow Your Mindset will work closely alongside managers and senior leaders to ensure the theory is put into practise and revisited regularly.

For the journey to be most successful, the under lying principles of growth mindset need to be fully understood and actioned by the most senior members of any business. They are the role models to their workforce, those the staff look up to and aspire to be like.

At Grow Your Mindset, we have developed a training model, which works on this idea of working from the 'top down' principle. As with any new training programme, the completion of each section depends on the size of staff and the commitment from the team involved at that time. Some teams will develop and grow quicker than others, some may need more support.



If your business is keen on ensuring the success of this programme, it is imperative that all executive members of the group are involved in the process, They would become involved in developing their own knowledge and understanding of the principles and how this impacts on themselves and in the growth of business. Senior Leaders in the company would have similar training events, but their focus would also explore their role as a leader of people and how thier mindset not only impacts on themselves, but also on the development of the team they lead. In terms of other colleagues, it is important that they too understand the principles of growth mindset, but then their next focus, after much self-reflection, would be how to apply this knowledge in their specific job role, with the customers they serve.

Training and workshops are best delivered in short bursts, we recommend half days. This is so those who attend have time to reflect and respond to the information covered, so this can be discussed in the following sessions.

The pathway to developing a growth mindset culture would begin with a pre event and visit to the business and discussion to enable us to design our training to fit the needs of the business we are working with, creating a unique and bespoke experience for all involved. All training provided is delivered in an informative and interactive way, using a variety of practical activities, with thought provoking questioning and reflection.

We have recently worked with the Senior Leaders from the Co-opertave Banking group in Skelmersdale, Stockport and Leek. After a visit to all 3 sites, where we gathered information, observed colleague interactions and mindsets during daily experiences, holding many discussions with Sally McEvoy, the company's Head of Customer Contact Services, we created 2 training events for leaders.

In session 1 the outlined objectives were:

- 1) Understanding the underlying principles of growth mindset

- 2) To become more self-aware of your own mindset
- 3) The qualities of an effective leader

After this session staff were asked to become more self-aware of their own mindset, when they noticed a fixed mindset and what they did to change it. They were also asked to create an interactive display for them and co-senior leaders, to use as a reflection for their experience. Creating opportunity to discuss and support each other's mindset personally and professionally.

During the post event, we were in close contact with Sally McEvoy, discussing how colleagues had responded, listening to feedback and offering advice and ideas for further development where needed. We also produced a personalised video of top tips which was sent to every leader who came on the training. This gave opportunity for the leaders to reflect further on their learning and also implement next steps for themselves personally.

In session 2 the outlined objectives were:

- 1) To reflect on what they have noticed about their own mindset
- 2) To understand what a growth mindset business is
- 3) To understand the qualities of a growth mindset leader

The next stage in their development was to set themselves a personal target to ensure they become a growth mindset leader in the business. To continue to recognise and discuss their fixed mindset triggers, seeking advice and support from co-workers and most importantly, begin to role model the qualities of growth mindset in their place of work and at home. Further to this, a PDF was sent to the Senior Leaders which reinforced the messages given during the event and to be referred to in their own development.

The work we give colleagues to carry out between sessions does not aim to give colleagues more work, but to change their thinking and behaviours. This can be challenging for some at the beginning, but over time and with practise becomes the norm.

Many businesses have extensive internal training opportunities. We feel that our intellectual property could further support businesses to develop and weave the principles of Growth Mindset through these current training programmes. This would be done through consultation meetings alongside the business' learning consultants and HR teams. Any intellectual property used would remain the property of Grow Your Mindset and an agreement document and fee for its use would be negotiated with the business and Grow Your Mindset, when necessary.

- **Costs**

At Grow Your Mindset, we are passionate about making a difference to the people that we work with. We feel our pricing structure reflects this, but we do not economise on quality.

Workshops and Training - onsite	
½ day rate – for up to 30 people	£1000
Extra delegates will be charged at £20 per head	

Consultation meetings	
Per hour	£200
<i>For onsite workshops, training or meetings, any transport or travel costs will also be included at a cost of £0.46 per mile</i>	

All costs include resources and materials.

If an offsite 'staff away day' workshop is required, an individual estimate can be drawn up for your bespoke needs. These could include overnight accommodation and wellbeing activities of your choosing.

Our Terms and Conditions:

All course materials are the intellectual property of Grow your Mindset.

Grow your Mindset reserves the right to make programme changes.

Any bookings that need to be rearranged, please provide 48hours notice.

Any booking which is cancelled within 10 working days prior to delivery, will be charged in full.

All bookings should be paid within 30 days of invoice being issued.

- **Testimonials**

"This programme has helped us to create a foundation of positive thinking, where challenges are an exciting way to grow our brain. It has helped us to foster a love of learning and growing together as a leadership group and inspired a new approach to coaching and motivating our teams. I highly recommend this programme, especially for organisations who are aiming to optimise leadership performance and development."

Femi Salako Customer Service Leader

"We have genuinely benefited from our Grow your Mindset sessions, due to Gemma and Liz tailoring the training to our needs. They used a mix of theory and practical experience which instilled confidence in us as a team. The staff knew Gemma and Liz had tried these approaches out themselves and could give real life examples to questions we had. Their session on our mindset as staff was particularly thought provoking."

Kelly Devine Headteacher at Waterfoot Primary School

"I have had the pleasure of working with Gemma & Liz on many occasions and if I could describe The Grow Your Mindset Girls in one word, it would be outstanding. Their knowledge of the mind is incredible and most importantly, the way they deliver that information to the people they work with is impeccable. They take their years of experience in teaching and apply the skills needed in delivery into their workshops and talks, so not only does it provide the information, but you learn how to understand and implement it into your own life."

Luke Askew Mind Coach

"Interactive presenters, who were easy to listen to. A good mix of direct teaching and learning with practical activities. Lots of fun, very engaging, thank you!"

Variety of teaching staff from St Peter's Primary School Farnworth

- **Team/colleague background and information**

Gemma Sanchez and Liz Cronshaw of Grow Your Mindset, have the passion for and have experienced the impact that developing a Growth Mindset can have on an individual's belief, attitude and focus towards learning and life. With 25 years teaching experience between them (including 7 years Special Educational Needs Coordinator) and 14 years working in corporate, they have seen how successful developing a Growth Mindset can be. So their mission is to share their knowledge and experience to empower individuals to think differently and cultivate a passion for learning, no matter what your age or position.



Through their own research and practise they have developed a range of different projects to allow individuals, families, schools and businesses to establish a community that thrives. By embedding the Growth Mindset philosophies within their projects, they believe they can achieve our mission.