

MINDSET PROFILER™

Discover. Reflect. Adapt.



World's leading mindset psychometric



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About Growth Mindset Institute

Growth Mindset Institute is at the forefront of mindset assessment, program design and program delivery. Our core focus is leveraging growth mindset for leadership development, behaviour change and organizational culture. We continuously invest in research and development (R&D) to advance our knowledge. Our innovative mindset psychometric, the Mindset Profiler™, was developed in collaboration with Professor Carol Dweck, Stanford University, and other leading mindset researchers. This groundbreaking tool has been utilized by over 200 companies and assessed more than 50,000 individuals worldwide.

False Growth Mindset

Over the past decade, we've revolutionized how organizations, teams, and individuals tackle the challenge of a False Growth Mindset. Grounded in research by GMI and leading mindset experts, our innovative approach empowers you to uncover fixed mindset triggers and transform them into opportunities for lasting growth. Through tailored tools, practices, and rituals, we help foster a culture of resilience and continuous development.

Why Choose Our Approach?

Pinpoint Fixed Mindset Triggers: Equip your team to identify and address limiting beliefs that hinder progress.

Strategic Growth Mindset Development: Leverage customized strategies designed to cultivate a persistent growth mindset.

Evidence-Based Interventions: Rely on proven techniques tested across diverse organizational contexts.

Flexible Delivery Options: Choose from self-led, virtual, or in-person programs tailored to your needs.

Global Reach and Collaborative Efforts

We collaborate with businesses, governments, non-profits, and educational institutions worldwide. As members of the OECD Committee for Mindset and the Mindset Scholars Network, we are dedicated to the highest standards in mindset research. We actively contribute to research on mindset, behavioural, and cognitive sciences.

Partnering for Growth Mindset Cultures

GMI's purpose is to foster scalable, sustainable behaviour change and continuous learning in individuals, teams, and organizations. We are committed to ongoing R&D to develop innovative approaches for supporting cultural and behavioural change. Our goal is to be your long-term partner, guiding and collaborating with you on your journey towards a growth mindset culture.

Experience the transformative power of a growth mindset with GMI. Together, we can create a culture of resilience, innovation, and continuous growth.



GMI's Strategic Mindset Workshop is the most transformational program we have ever run. People left the program with the tools and intentions to change. The program received the highest NPS score out performing all other programs.

Program Manager – Financial Services

1,500 people trained

The World's Leading Mindset Psychometric

The **Mindset Profiler™** is the pinnacle of mindset psychometric tools, designed to deliver deep insights at the individual, team, and organizational levels. It's the ultimate resource for driving meaningful growth and development.

Discover

Not everyone understands growth and fixed mindsets the same way—or even knows how these concepts impact their daily lives. The Mindset Profiler™ uncovers how your mindset shapes your thoughts and behaviours, revealing why we all have a blend of growth and fixed mindsets. This shared understanding creates the perfect foundation for building a more resilient and persistent growth mindset.

Reflect

What makes your mindset unique? The Mindset Profiler™ gives you personal insights into your mindset, your team's mindset, and your organization's mindset. Leveraging research from Prof. Carol Dweck of Stanford University, it evaluates you across 8 scientifically validated mindset constructs. With clear, comprehensive, and actionable results, you'll reflect on your strengths and uncover areas ripe for development, presented in a detailed personalized report.

Adapt

Awareness is just the first step. Real progress happens when you take action. The Mindset Profiler™ equips you with evidence-based strategies to manage your strongest fixed mindset triggers. These practical, easy-to-integrate strategies help you reshape your thinking and enhance your performance from day one—without disrupting your workflow. Why wait for change? Start your transformation today.



About the Mindset Profiler™

Mindset Profiler™

The world’s leading mindset psychometric.

A cutting-edge diagnostic tool designed to evaluate individuals and teams against a core set of mindset traits and behaviours—designed in collaboration with Prof Carol Dweck, Stanford University, and rigorously validated by Indiana University with over 5,000 test subjects. It is a quick, scalable, and cost-effective online survey that empowers organizations to unlock the full potential of people and teams.

Gain insights across 8 core mindset constructs:

Beliefs	Measures how strongly you believe that intelligence, talent and personality are fixed traits that can’t be developed. This belief lowers motivation and causes you to see less potential in others.
High Effort	Believing that success should come easily can lead to avoiding challenges and procrastination. Viewing effort as a sign of inadequacy hinders growth and persistence.
Challenges	Fear of uncertainty and failure creates avoidance of challenging tasks. This trigger stems from anxiety about risk and is driven by a desire to avoid the potential for failure.
Setbacks	Overreacting to setbacks or failures can undermine confidence and motivation. This response may lead to giving up when obstacles arise instead of learning and improving.
Success of Others	Constant comparison to others fosters a need for recognition and competitiveness. This can result in avoiding tasks that might reveal weaknesses and self-promoting limiting personal development.
Comfort Zone	Preferring familiarity over new experiences hinders growth. Anxiety about judgment and potential embarrassment discourages exploring skills outside one’s current expertise.
Feedback	Viewing feedback as criticism rather than guidance creates defensiveness or avoidance. This mindset limits the ability to learn from mistakes and stifles improvement.
Grit	Losing motivation during long or uninteresting tasks can lead to unfinished projects. This trigger reveals difficulty in maintaining focus and effort over time.

How Does It Work?

Simple and Efficient

In just 15–20 minutes, participants answer a series of psychometric-style questions. The result? Comprehensive, report-based insights that drive measurable improvements in performance across all levels.

Data-Driven Insights

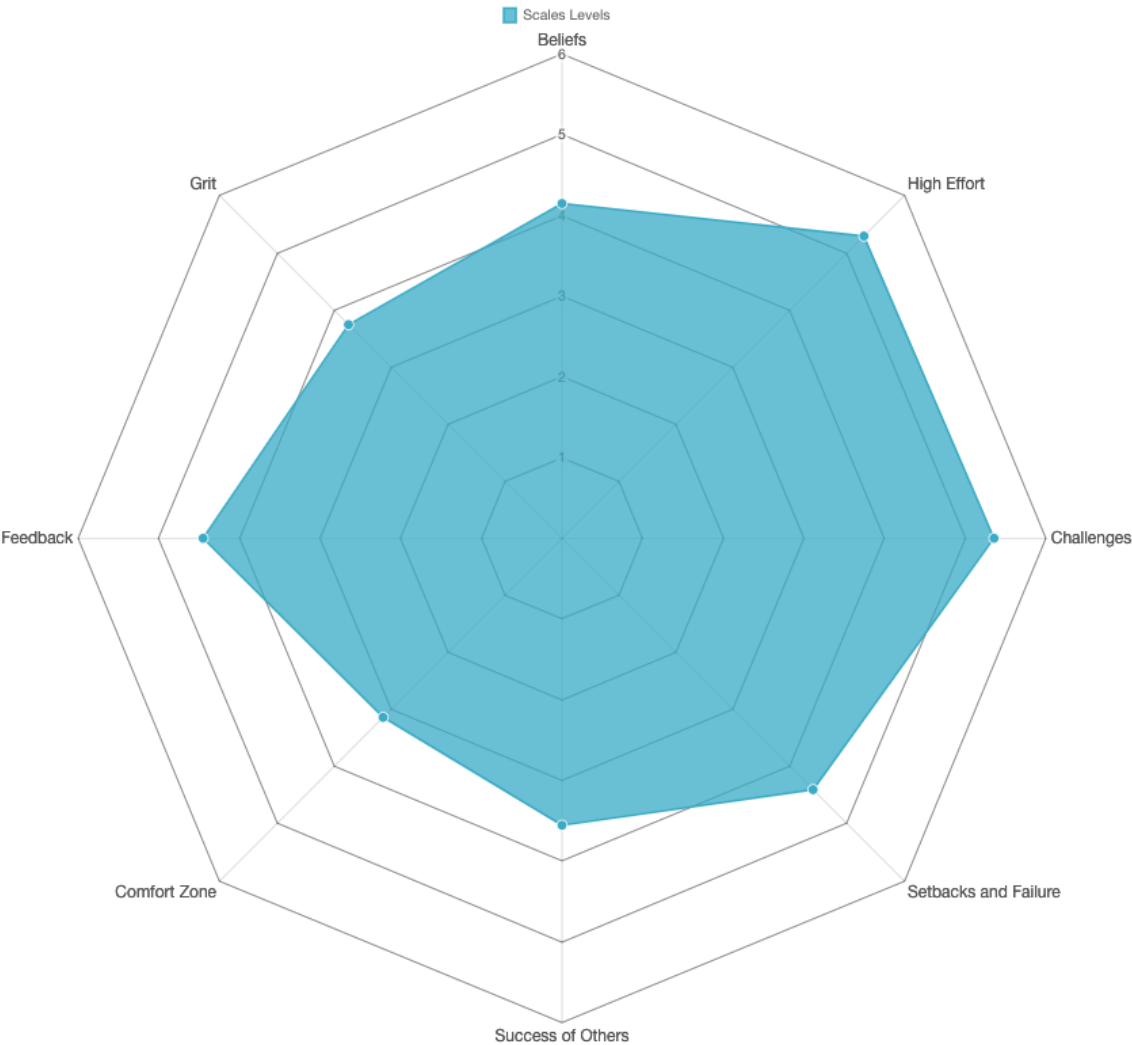
Our reports provide a detailed analysis of strengths and areas for growth—whether for individuals, teams, or your entire organization. By comparing data across groups, Mindset Profiler™ offers a unique lens to uncover opportunities for collaboration, engagement, and growth.

Actionable Intelligence

Armed with clear recommendations, organizations can create tailored action plans that deliver rapid progress. Strengthen team dynamics, boost staff engagement, and supercharge performance—all with insights that lead to real, lasting change.

Immediate Results

Mindset Profiler™ are fully automated and delivered to the participants and relevant administrative staff within seconds of completion. Track progress in realtime with clarity and confidence.



Easily interpret the high-level result from the report using the Mindset Profiler trigger map. As the points move toward the centre of the graph the trigger becomes stronger making it an area for development.

Purpose and Benefits

The **Mindset Profiler™** is a transformative personal assessment designed to cultivate self-awareness and provide actionable guidance on eight core growth mindset traits. These traits are essential for individuals and teams aiming to elevate their performance and achieve professional excellence.

- **Empower Growth and Performance**

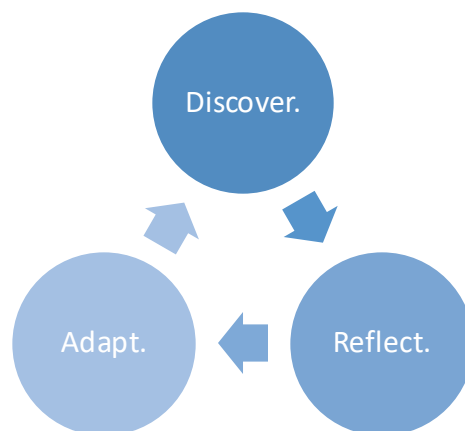
Gain tailored developmental actions that unlock hidden potential. The profiler uses evidence-based behavioural strategies, enabling you to adopt practical, sustainable growth mindset habits and routines with ease.

- **Scientifically Proven Insights**

Developed in collaboration with Prof. Carol Dweck and validated by Indiana University, the report evaluates individuals against eight critical growth mindset behaviours. These metrics are directly tied to resilience, adaptability, and high performance in professional and personal contexts.

- **Tailored for Everyone**

Whether you're an individual professional or part of a team, the Mindset Profiler is your key to understanding and enhancing your mindset. It highlights your strengths and offers precise, actionable steps to address challenges, creating a roadmap for continuous growth.



Who Benefits From This Report?

This Mindset Profiler™ is designed for anyone eager to develop their mindset and enhance their ability to navigate challenges effectively. Professionals, leaders, and teams can all leverage these insights to thrive in today's dynamic work environments.

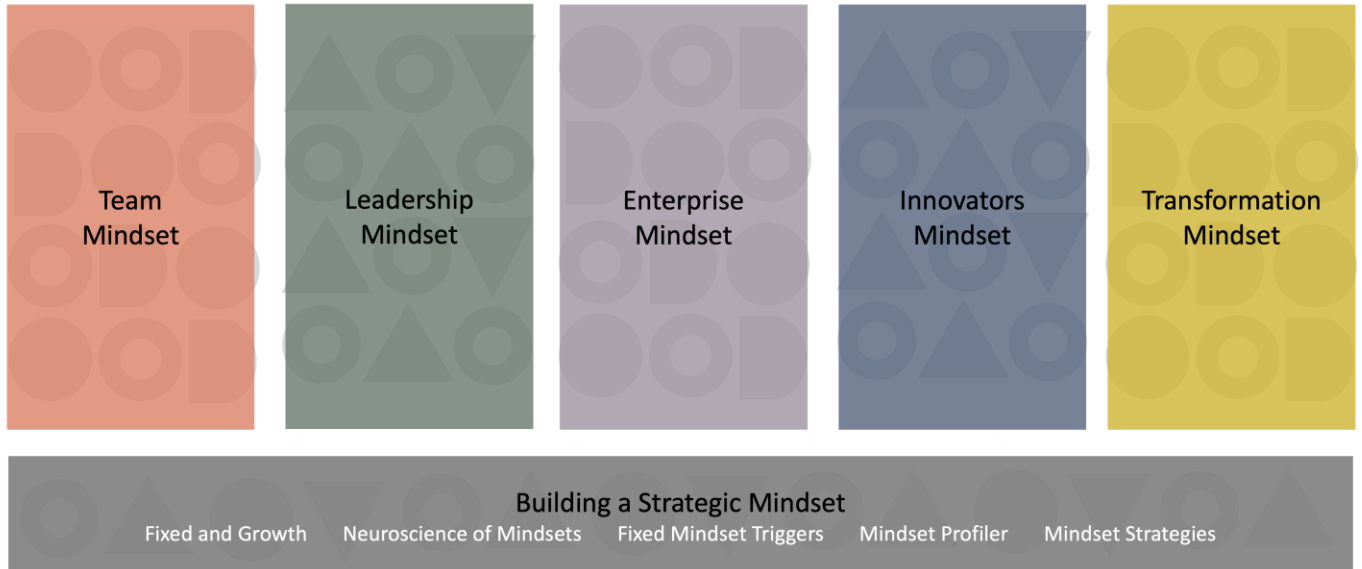
- **Holistic Development**

Discover how your mindset shapes your actions, decision-making, and interactions. Evaluate your tendencies on essential growth mindset behaviours such as embracing feedback, overcoming setbacks, and navigating challenges with grit and determination.

- **Proven Impact**

Backed by research, the Mindset Profiler provides more than just data—it offers clarity on how to shift fixed mindset triggers into growth opportunities, ensuring a profound impact on performance, engagement, and adaptability. Choose from 32 evidence-based strategies tailored to help you develop a resilient, growth-oriented mindset. These practical, science-backed methods are your roadmap to unlocking potential, embracing challenges, and driving sustainable success.

Mindset Mastery Series



The world's most advanced mindset program for business transmutation and growth.

Connect to start a conversation

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