

Building a Strategic Mindset

Accelerate Performance



Mindset Mastery Series



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. On the surface growth mindset seems to be a simple concept, but it is a complex cultural system that needs mindful design to avoid superficial results. Experienced through a fixed mindset lens you get a false growth mindset where people embrace the language but fail to change their behaviours.

Carol Dweck "Growth Mindset is the most fixed mindset idea."

Why Choose GMI?

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

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

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. Our goal is to be your long-term partner, guiding and collaborating with you on your journey towards a growth mindset culture.

GMI's **Mindset Mastery Series** is the most comprehensive mindset intervention in the world with proven results for Team Effectiveness, Leadership Development, Innovation and Transformation. Choose the program that meets your business challenge.

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

“The Mindset Mastery series from GMI really shifted how our teams work together. We saw a real boost in collaboration and innovation—and our psycho-social risk dropped by 22%. You can feel the difference in the culture—people are more engaged, more positive, and way more open to growth.

Organisational Psychologist – Telecommunications

800 people trained

Why Building a Strategic Growth Mindset is Important

In a world where success depends on adaptability, innovation, and collaboration, fostering a strategic growth mindset is no longer optional—it's essential.

Whether your business is striving for breakthrough innovation, stronger team collaboration, or a cultural transformation, developing this mindset across individuals and teams lays the foundation for sustainable success.

Unleash Untapped Potential

We all stand to benefit from cultivating a more persistent growth mindset. By understanding how your personal mindset shapes your thoughts, behaviours, and perceptions of the world around you, you'll unlock the tools to tap into your potential, embrace continuous learning, and drive accelerated growth.

Your Blueprint for Success

This program is purpose-built to empower individuals and organizations to cultivate a growth mindset culture. By bridging personal development with organizational transformation, the Strategic Mindset Program equips your people with the skills to foster innovation, overcome challenges, and achieve lasting progress.

Your journey toward creating a thriving, forward-thinking workplace starts with a mindset shift. Are you ready to transform the way you grow and lead?



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

What Will I learn?



Master the Science of Fixed and Growth

Discover how your mindset shapes your behaviours, thoughts, and actions. Through cutting-edge insights, you'll uncover your growth mindset strengths and fixed mindset challenges. These traits are often unconsciously triggered by your environment, but with the right tools, you can bring them into conscious awareness. Learn to break free from automatic responses and replace them with intentional, growth-oriented choices—unlocking sustainable performance and personal growth.



Mindset Profiler – Discover, Reflect, Adapt

The Mindset Profiler gives you a powerful window into your personal mindset. Identify your strengths and pinpoint areas for growth. Then, learn evidence-based strategies to reframe fixed mindset responses into opportunities for resilience, learning, and achievement.

Discover – learn how fixed mindset triggers influence thoughts and behaviours.

Reflect – gain insights into your personal mindset and how it affects your learning and growth.

Adapt – develop strategies to manage your fixed mindset to foster learning and growth



Harness the Power of Mindset Neuroscience

Understand how your brain processes information and triggers emotional and physical responses. Armed with this knowledge, you'll gain deeper awareness and control over your reactions—empowering you to navigate uncertainty and challenges with confidence. Research shows that understanding your brain enhances your ability to adapt and thrive.



Tackle Your Mindset Triggers to Transform Habits

We all experience fixed mindset triggers that hold us back.

- Why do I procrastinate?
- Why does change make me anxious?
- Why do I struggle with perfectionism?
- Why am I so concerned about what others think of me?
- Why do I experience so much negative self-talk?

Discover how your mindset influences these behaviours and develop proven strategies to overcome them. Learn to reduce their impact on your performance and replace them with habits that drive success, confidence, and well-being.

What is the benefit?

An Era of Unprecedented Change

In a rapidly evolving world, the ability to adapt has never been more critical. A recent IBM survey highlights that 40% of the global workforce will need reskilling within the next three years due to the rise of AI and automation. That's a staggering 1.4 billion people out of the 3.4 billion in the global workforce, according to World Bank statistics.

Accelerate Learning and Growth

Just 40 years ago, a skill's "half-life" was 10 years—giving workers a decade before needing to refresh their knowledge. Today, that half-life has shrunk to just four years and continues to decline, warns Kian Katanforoosh, lecturer at Stanford University. This pace of change can feel overwhelming—but with a growth mindset, individuals gain the psychological tools to thrive in uncertainty.

Shifting Perspectives

By shifting perspectives, a growth mindset transforms change from a threat into an opportunity to learn, grow, and succeed. In an era where resilience, adaptability, and continuous learning are the most vital skills, the ability to "learn, unlearn, and relearn" becomes the foundation for long-term success. A growth mindset empowers individuals and organizations to meet the future with confidence and agility.



Avoiding False Growth Mindset

Carol Dweck framed this as a "Growth Mindset is the most fixed mindset idea."

In 2020, in their research work, Carol Dweck and David Yeager addressed the phenomenon of a "false growth mindset." A false growth mindset occurs when individuals or organisations claim to adopt a growth mindset but do not implement the necessary practices, systems or leadership development to support it. Dweck and Yeager argue that merely professing a belief in the potential for growth without taking actionable steps to foster development and learning can lead to superficial or ineffective outcomes.

Susan Mackie – Co Founder of GMI discovered false growth mindset as a phenomenon in 2013.

The Case for Growth Mindset in Business Success

A groundbreaking survey of 300 business leaders and 1,000 employees across the U.S. reveals the undeniable power of a growth mindset to transform organizations:

	<p>Revenue Growth</p> <p>80% of executives affirm that embracing a growth mindset directly accelerates revenue growth, cementing its role as a catalyst for business performance.</p>	
	<p>Leadership Imperative</p> <p>89% believe that future success depends on leaders who embody and champion a growth mindset to adapt, innovate, and thrive amidst change.</p>	
	<p>Operational Excellence</p> <p>64% report remarkable improvements in productivity and performance, making it clear that a growth mindset is a cornerstone of operational success.</p>	
	<p>Engaged Teams</p> <p>58% attribute heightened employee engagement and morale to leadership focused on growth and continuous improvement.</p>	

Growth Mindset at Microsoft

A Cultural Shift Led by Satya Nadella

Mindset as a meaning-making system has transformative applications in leadership. A standout example is Microsoft's turnaround under CEO Satya Nadella. He famously aimed to shift the company culture from “know-it-alls” to “learn-it-alls,” embedding a company-wide growth mindset. Microsoft had grown risk-averse, where employees felt pressure to prove their intelligence—classic signs of a fixed mindset culture.

Emphasizing Learning and Curiosity

Nadella and his leadership team made *continuous learning and curiosity* core values. Teams were encouraged to view mistakes as learning opportunities and to embrace feedback and collaboration instead of fearing judgment. This shift in mindset—changing the collective narrative—helped redefine Microsoft's internal culture around growth, adaptability, and inclusion.

Measurable Cultural Transformation

Over time, employees internalized the idea that innovation stems from learning through failure. Silos broke down, cross-team collaboration improved, and Microsoft became more agile, notably expanding in areas like cloud services. The workplace evolved from one where ignorance was hidden to one where questions and curiosity were welcomed.

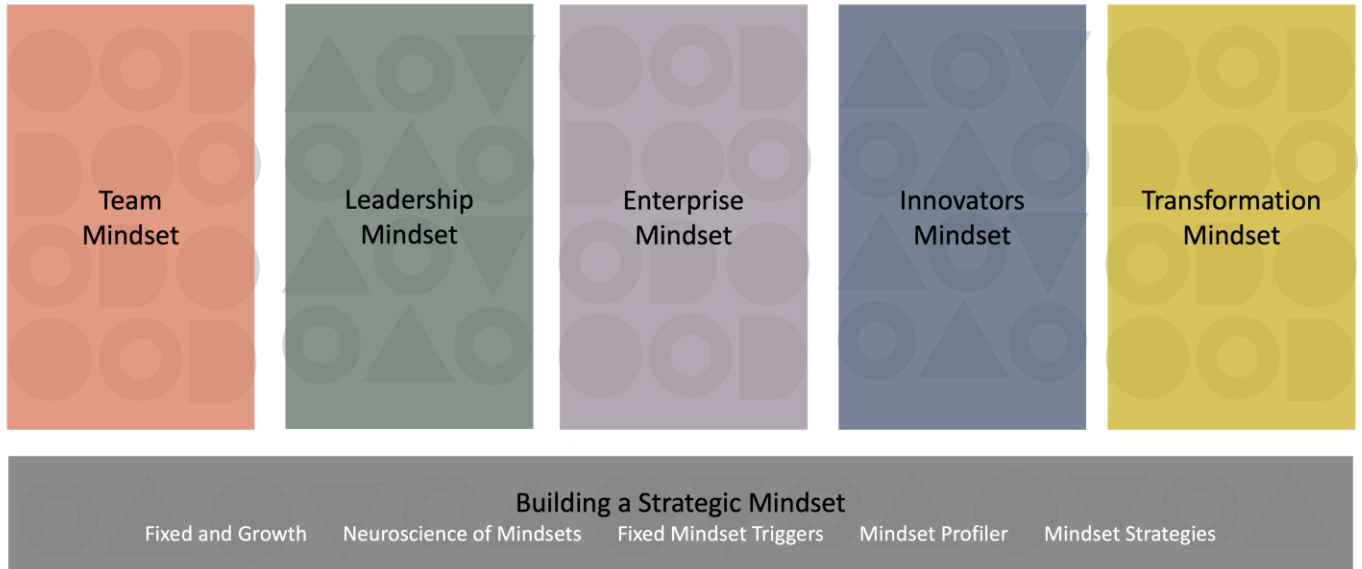
Lessons for Leadership

Microsoft's example shows that leaders can reshape organizational mindsets to foster resilience and innovation. Many leaders now focus on replacing failure-averse mindsets (“We always do it this way”) with growth-oriented ones (“We learn by trying”). This aligns with Peter Senge's idea of the *learning organization*, where adaptability and inquiry are embedded cultural values.

Mindset Coaching for Managers

Leadership training increasingly includes mindset reflection. Managers are encouraged to examine assumptions about their teams. A shift from “some people just can't improve” to “everyone has potential” fosters a coaching culture. This change in meaning-making leads to improved morale, greater innovation, and a healthier organizational climate.

Mindset Mastery Series



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

Connect to start a conversation

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