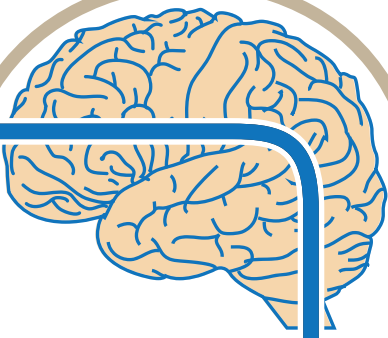


Two Mindsets

Fixed Mind-set

Intelligence is static



Leads to a desire to look smart and therefore a tendency to...

CHALLENGES

...avoid challenges

OBSTACLES

...give up easily

EFFORT

...see effort as fruitless or worse

CRITICISM

...ignore useful negative feedback

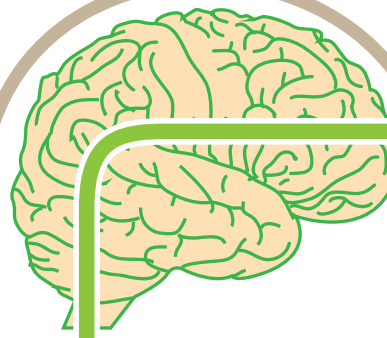
SUCCESS OF OTHERS

...feel threatened by the success of others

As a result, they may plateau early and achieve less than their full potential.

Growth Mind-set

Intelligence can be developed



Leads to a desire to learn and therefore a tendency to...

...embrace challenges

...persist in the face of setbacks

...see effort as the path to mastery

...learn from criticism

...find lessons and inspiration in the success of others

As a result, they reach even higher