



In collaboration with



Introduction : Why Growth Mindset Matters – Additional Resources

In coaching, leadership, and life, the stories we tell ourselves about ability, effort, and change shape what's possible. A *growth mindset* — believing that skills, intelligence and capacity can develop — opens pathways to resilience, learning, and innovation. In contrast, a *fixed mindset* limits us, trapping us in avoidance, fear of failure, and stagnation.

These four videos offer complementary perspectives on growth mindset — from core definitions, to lived stories, to coaching applications, to strategies for shifting mindset. Use them to:

- Anchor your own understanding of growth vs fixed mindset
- Gain stories and language you can bring into your coaching or facilitation
- Gather strategies you can share with clients, teams or cohorts

Growth Mindset Introduction: What it is, How it Works, and Why it Matters

An accessible primer on the concept of growth mindset — what it is, how it operates in daily life, and why it's foundational for learning, resilience, and change. Great first stop for anyone new to the idea.

Why Growth Mindset — Michael Jordan shares his story on Growth Mindset

A powerful narrative from Michael Jordan, tying the growth mindset frame to his own challenges, setbacks, and determinations. It demonstrates how elite performers leverage mindset to push through obstacles.

Coaching with a Growth Mindset | Simon Sinek

Simon Sinek explores how coaches (and leaders) can adopt and apply a growth mindset in their work. He discusses how mindset shapes the questions we ask, how we hold space, and how we nudge clients toward learning over performance.

11 Growth Mindset Strategies: Overcome Your Fixed Mindset to Grow as a Person

A tactical, strategy-rich video that offers 11 actionable shifts and practices for moving from fixed to growth thinking—useful tips you or your clients can apply immediately.