



Resources for Developing a Promotion Mindset

Deep Learning

BOOKS

- [Success Mindsets](#) by Ryan Gottfredson
- [Can't Hurt Me](#) by David Goggins
- [How Will You Measure Your Life](#) by Clayton Christensen, James Allworth, and Karen Dillon
- [The Economics of a Higher Purpose](#) by Robert Quinn and Anjan Thakor
- [The Art of Possibility](#) by Rosamund Stone Zander and Benjamin Zander
- [Playing the Matrix](#) by Mike Dooley
- [High Performance Habits](#) by Brendon Bruchard
- [Be Your Future Self Now](#) by Benjamin Hardy

ARTICLES

- [Unlocking Greater Success by Developing a Promotion Mindset](#)
- [From Purpose to Impact](#)
- [Becoming a More Positive Influence: Develop a Clear Self-Purpose](#)
- [10 Ways to Put Yourself in the Driver's Seat of Your Life](#)
- [Research-Backed Benefits of Possessing a Promotion Mindset](#)
- [What is Your Why? \(5 Real Examples to Help You Find Yours\)](#)
- [What Is Your Why? 7 Tips for Finding Your Purpose](#)
- [Becoming a More Positive Influence: Investigate and Improve Your Why](#)

Videos

- [The Greatest Showman \(2:18\)](#)
- [The Greatest Showman | "This Is Me" with Keala Settle \(4:50\)](#)
- [Start with Why - Simon Sinek \(18:01\)](#)
- [Living Beyond Limits - Amy Purdy \(9:36\)](#)
- [How to know your life purpose in 5 minutes - Adam Leipzig \(10:33\)](#)
- [What is Your Purpose In Life - Steve Harvey \(4:06\)](#)
- [If You Want To Achieve Your Dreams Faster, WATCH THIS! - Mel Robbins, Lisa Nichols, David Goggins, & Jordan Peterson \(3:03\)](#)
- [How to Move Forward from Where You Are Right Now with Mike Dooley \(10:47\)](#)



Writing Exercises

- The Five-Minute Journal
- Write two paragraphs about your goals and aspirations
- Answer: What is your purpose? What is your destination?
- Identify a time when you took a purpose-driven risk. What were the benefits of doing so?
- Identify a time when you “played it safe” as opposed to taking a purpose-driven risk. Why did you choose to “play it safe?”
- Identify one of your idols:
 - What decisions did they have to make that seemed “crazy” at some point?
 - What purpose-driven risk did they have to take?
 - What would have happened if they hadn’t taken that risk?
 - What happened because they took that risk?
- What does your ideal future look like, smell like, taste like, sound like, feel like?

Discussion

MINDSET MASTERY

- Try to describe to someone the difference between a prevention and a promotion mindset
- Try to describe why having a promotion mindset is so beneficial and why having a prevention mindset can be so detrimental.

MINDSET AWAKENING

- When was an instance where you or your team had a prevention mindset and how it affected you personally and the broader group?
- When was an instance where you or your team had a promotion mindset and how it affected you personally and the broader group?
- How much do we prioritize avoiding problems? Why?
- When are times that we are the most prevention/promotion-minded?
- Are we more comfort-focused or more purpose-focused?
- What happens when a problem occurs? How do we “react” to it?
- What is our destination? How do we know when we are making progress toward it?



- What is our purpose?
- When we work with our customers, are we more focused on getting things “right” or on adding value?
- Is there any evidence that we have any of the following fears?
 - » Fear of:
 - ▷ Having problems
 - ▷ Making mistakes
 - ▷ Losing
 - ▷ Discomfort
 - ▷ Not hitting results
 - ▷ Not hitting benchmarks
 - ▷ Not being the best
 - ▷ Dropping the ball
 - » While these fears may be protecting us in some way, how are they holding us back?

Self-Talk

- Am I being prevention- or promotion-minded?
- Am I being comfort-focused or purpose-focused?
- I am open to unlimited possibilities
- I have the power to get it done
- I can take on the winds and currents of the sea to get to my destination
- I am capable of navigating the unknown
- Focus on customers more than vendors; smiles more than frowns; possibilities more than risks; options more than commitments; vacations more than overtime; detours more than setbacks; opportunities more than obstacles; and Goldilocks more than the bears

■ *(Purpose Focused Promotion Mindset)*