



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](#)
- [The Economics of a Higher Purpose by Robert Quinn](#)
- [The Art of Possibility by Rosamund Stone Zander and Benjamin Zander](#)
- [Playing the Matrix by Mike Dooley](#)
- [High Performance Habits: How Extraordinary People Become That Way](#)
- [Be Your Future Self Now: The Science of Intentional Transformation](#)

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](#)
- [The Greatest Showman | "This Is Me" with Keala Settle](#)
- [Start with Why by Simon Sinek](#)
- [Living Beyond Limits by Amy Purdy](#)
- [How to know your life purpose in 5 minutes by Adam Leipzig](#)
- [What is Your Purpose In Life - Steve Harvey](#)
- [If You Want To Achieve Your Dreams Faster, WATCH THIS!](#)
- [How to Move Forward from Where You Are Right Now with Mike Dooley](#)



Writing Exercises

- The Five-Minute Journal

P Write two paragraphs about your goals and aspirations

P Answer: What is your purpose? What is your destination?

P Identify a time when you took a purpose-driven risk. What were the benefits of doing so?

P Identify a time when you “played it safe” as opposed to taking a purpose-driven risk. Why did you choose to “play it safe?”

P Identify one of your idols:

P What decisions did they have to make that seemed “crazy” at some point?

P What purpose-driven risk did they have to take?

P What would have happened if they hadn’t taken that risk?

P What happened because they took that risk?

P 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?
- P What is our destination? How do we know when we are making progress toward it?
- P What is our purpose?



- P 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?
- P 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

■ P = Purpose-Focused Promotion Mindset