

# Growth Mindset for Success in Business Leadership

**Q&A with Eduardo Briceño,  
Co-Founder & CEO, Mindset Works**



**Q: What is growth mindset and why should it matter to business leaders?**

A growth mindset is the understanding that abilities can change. It is distinguished from a fixed mindset, which is when we see abilities as static. For example, we are in a fixed mindset when we think of people in fixed labels like “A players”, or “C players”, or “natural leaders”, or “born salespeople”, thinking that their skills are high because of something fixed in them rather than because they have developed them. That leads us and them to behave in non-learning-oriented ways. On the other hand, a growth mindset is the understanding that everyone can further improve from where they are to higher levels, and it is necessary in order to engage in effective continuous improvement.

In a growth mindset, people:

- become more interested in improving themselves rather than on showing how great they are
- tend to see effort as something positive from which we can all benefit, rather than as a sign of weakness
- understand that improvement involves challenge and struggle, and hence they become a lot more resilient and resourceful upon encountering setbacks
- seek, listen to, and act upon feedback in more attentive and responsive ways
- ask questions, contribute ideas for improvement, and collaborate more effectively

The benefits to businesses and business leaders are clear. With more learning-oriented employees, businesses benefit from greater continuous improvement, innovation and growth.

**Q: What can business leaders do to foster a growth mindset culture in their organization?**

Cultivating a growth mindset in one-self, individuals, and a culture, is a process. It involves several aspects:

- learning what a growth mindset is and its effects are, in a deep way. Growth mindset is a seemingly simple concept, but it has significant nuances,
- reflecting on our own mindsets and how they affect us to increase our understanding and our self-awareness,
- learning ways to develop a growth mindset in ourselves and in our staff, both in explicit ways and through our everyday behaviors, routines, and systems,

- reflecting on how our behaviors as corporate leaders affect the mindset and behaviors of peers, managers, and employees, and creating plans for how we want to behave and influence others,
- align with our leadership team on the importance of a growth mindset culture and how we want to go about it.

**Q: How can business leaders in Mauritius learn more about growth mindset and how to foster it in themselves and in their organizations?**

Join us for a highly interactive, full-day course on *Growth Mindset for Success in Business Leadership* on September 13<sup>th</sup> from 9.00-16:30 here in Mauritius, at Hennessy Park Hotel, Ebene, sponsored by MloD and Alinae Consulting. Sign up [here](#).

**Q: Why will this be an important meeting for Mauritian Leaders?**

In [this session](#), we will learn about growth mindset from a business leadership lens, explore implications, and develop plans to take action at our companies. Participants will learn more about themselves and about the people they work and live with, and they will acquire strategies to accelerate continuous improvement in their organizations.

**Q: How did you become involved in growth mindset?**

After a career in investment banking and venture capital, I met Stanford University professor Carol Dweck, who discovered growth mindset and has led research on it for decades. After writing the bestselling book *Mindset*, Dr. Dweck and a colleague of hers, Dr. Lisa Blackwell, looked to partner with a business leader to help bring growth mindset into everyday life outside academia. We co-founded Mindset Works ten years ago with that purpose and have been pursuing that mission ever since.

Over the last ten years we have developed resources and trainings to help people learn about growth mindset and put it into practice. Personally, I delivered two well-received TED talks, called [The Power of Belief](#) and [How to get better at the things you care about](#), and have led many conferences keynotes as well as many internal corporate trainings for leaders at multi-national firms in a variety of industries. We have also built a team of trainers who do this work in education systems and businesses throughout the U.S. and abroad. We have learned a lot about mindset and how to put it into practice, and continue striving to push the boundaries of knowledge and implementation.

Eduardo Briceño is the Co-Founder & CEO of [Mindset Works](#). Follow him on Twitter at [@ebriceno8](#)



## Who is Eduardo Briceño?

Co-Founder & CEO, Mindset Works

Eduardo is the Co-Founder & CEO of [Mindset Works](#), the leading provider of growth mindset training services and programs. He started it in 2007 with Carol Dweck Ph.D. and Lisa Blackwell Ph.D. to help people, organizations, and communities develop learning-oriented beliefs, cultures, and systems.

Eduardo has spoken at numerous industry conferences, events, and in-house trainings for educators, professionals, and leaders. His highly-rated [growth mindset TEDx talk](#) has been viewed by over two million people. His more recent TED talk, [How to get better at the things you care about](#), released as the TED.com talk of the day, presents a framework to enhance both improvement and performance. Eduardo has been featured in several publications and news media, including NPR, The Huffington Post, KQED MindShift and Education Week.

Prior to Mindset Works, Eduardo was a Principal at the Sprout Group, a venture capital firm in Silicon Valley, where he was part of the technology investment team and served on several for-profit and non-profit boards.

Eduardo grew up in Caracas, Venezuela. He holds Bachelor's degrees in Economics and Engineering from the University of Pennsylvania, as well as an MBA and M.A. in Education from Stanford University. Most important, he continues to enjoy lifelong learning every day. Twitter: [@ebriceno8](#)

### *Selected publications:*

Briceño, E. (2017). Growth mindset for a more empathetic and collaborative world. *Mindset Works*. Available at: <http://blog.mindsetworks.com/entry/growth-mindset-for-a-more-empathetic-and-collaborative-world>

Briceño, E. (2015). Growth Mindset: Clearing up Some Common Confusions. *KQED MindShift*. Available at: <http://ww2.kqed.org/mindshift/2015/11/16/growth-mindset-clearing-up-some-common-confusions/>

Briceño, E. (2015). Mistakes are not all created equal. *MindsetWorks.com*. Available at: <http://community.mindsetworks.com/blog-page/home-blogs/entry/mistakes-are-not-all-created-equal>

Briceño, E. (2015). Growth Mindset and Testing: What We Can Learn From The Hunger Games. *Scholastic*. Available at: <http://edublog.scholastic.com/post/growth-mindset-and-testing-what-we-can-learn-hunger-games>

Briceño, E. (2015). Growth Mindset Parenting. *Getting Smart* and *The Huffington Post*. Available at: <http://gettingsmart.com/2015/03/growth-mindset-parenting/>

Briceño, E. (2014). Counted or not, doing what counts in competency-based education. *CompetencyWorks.org*. Available at: <http://www.competencyworks.org/analysis/counted-or-not-doing-what-counts-in-competency-based-education/>

Briceño, E. (2013). Mindsets and student agency. *Unboxed: A Journal of Adult Learning in Schools*, 10(1), 107-115. Available at: [http://gse.hightechhigh.org/unboxed/issue10/mindsets\\_and\\_student\\_agency\\_contributors/](http://gse.hightechhigh.org/unboxed/issue10/mindsets_and_student_agency_contributors/)



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