

Based on Groundbreaking Research

The **7** Mindsets

To Live Your
Ultimate Life

An Introduction

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7 MINDSETS™
ACADEMY



Overview

The 7 Mindsets are based on a multi-year research effort into the happiest and most successful people who've ever lived. We reviewed the most extensive and important studies on personal achievement ever conducted, analyzed hundreds of books, and directly interviewed over 500 of the world's most successful individuals.

The 7 Mindsets are the result of these efforts: a comprehensive blueprint for meaning, happiness, and success, written in a language that is easily understood and, more importantly, ready to be applied to one's life.

The 7 Mindsets approach is based on the premise that success depends less on what a person knows, and much more significantly on how he or she thinks. Our mindsets provide the foundation for resilience, motivation, and meaning in life. By making small shifts in the way someone views the world and his or her future in it, we help create a positive and sustainable transformation.

With this positive impact in mind, we developed the **7 Mindsets Academy** program for teaching the mindsets in schools and youth organizations. For students, the benefits are significant and measurable:

increased self-determination and self-awareness; improved behavior, test scores and graduation rates; greater confidence and engagement. Students as well as teachers and administrators experience the benefits to the overall school climate.

What The 7 Mindsets Teach:

- Dream bigger and increase expectations with a more optimistic view of the future
- Discover unique talents and passions and align them with personal goals
- Develop empowering relationships and learn to work with, for, and through others
- Take responsibility for your life by becoming 100% accountable
- Appreciate what you have in life and bounce back more quickly from setbacks
- Embrace social responsibility and the importance of giving back
- Write a personalized life plan and take action toward realizing your goals and dreams

In creating the 7 Mindsets, we defined the four essential elements of each that were critical to lives of extraordinary happiness, meaning, and success. The following are brief summaries of each, along with some of the steps you can use to apply the mindsets in your life and share them with others.



Mindset # 1:

Everything Is Possible

Dream big, embrace creativity
and expect great results

Everything Is Possible helps us understand that we are all capable of extraordinary lives. Everything that exists was once an idea that someone believed was possible, and through that belief it became a reality. Through this mindset, you will learn to envision a wonderful life, expect greatness, and effectively execute the process of making your dreams come true.

1. Dream Big

People who have had huge accomplishments in life realize the greatest limitations are those they place on themselves. Increasing expectations applies to success in school and business, the condition of your body, the quality of your relationships, and the impact you can have on the lives of others. Dreaming big is about raising the expectations you have for your life. When you do this, your future

becomes infinitely bigger and brighter.

2. Embrace Creativity

The only time you are creating new things in your life is when you are being imaginative and innovative. If you want things to change, and you want things you have never had, you must do things you've never done. This could be reading a book and acquiring new knowledge, debating a topic with a friend, or undertaking a new activity like skydiving. Your life can only expand through creative action!

3. Think Positive

People with a brighter outlook on life are not only happier, they also accomplish more. Start believing there is more for you in life, expect good things from other people, and find the positive in all the situations. These simple acts will make you happier in the moment and make your future much brighter.

4. Act and Adjust

You must act if you want to get results. It's important to plan and develop strategies, but only if they drive you to action. If you do not act, nothing will change. The greatest obstacle to taking action is fear of failure. The most successful people in the world know that there is no failure, only feedback. Learn from your mistakes and move on. This is the only way your dreams will ever become a reality. Act on them and be prepared to adjust.



Mindset #2:

Passion First

Pursue your authentic talents
and deepest interests

Passion First teaches that each of us is a unique expression of human existence, and that our lives should be focused on finding our individual genius and sharing it with the world to the maximum extent possible. You will learn to make your dreams authentic, and they will give you the fuel to overcome the many obstacles you'll face along the way.

1. Focus on Strengths

Everyone has things he or she does well. When you do the things you are good at, you perform better and get better results. And better results means greater benefits, both to yourself and to those around you. It is critical to play to your strengths in life, and to spend time doing the things you're best at in order to create the most value for yourself. It

is also important to know that your strengths are much more than just things you do well (e.g. math, sports, music); they also involve situations in which you thrive and the people with whom you are at your best. You must understand all of these strengths to multiply your successes.

2. Explore Your Interests

We all have things we enjoy doing. When you like doing something, you do more of it, even in your free time. When you're doing things that energize and engage you, your focus is greater, and you perform better and improve faster. Doing these things more often, with a greater degree of intensity, allows you to become great at them. And when you're great at something, the world notices, and your value to others increases. When this happens, more wonderful things flow into your life.

3. Make a Stand

It is very important that you play to your strengths and interests whenever possible. It is equally important that what you do is important to you and your life. What you do must matter to you. No matter what dream you choose, there will be challenges to attaining it, and some of what you will have to undertake along the way may not be something you're necessarily good at or enjoy. So you must understand what your core values are and always have them in mind.

You will always be your strongest when you are acting from your values. You will act with your greatest power, and you will be able to overcome all obstacles and challenges.

4. Be Authentic

Great dreams must start from within. To do something extraordinary, the dream must leverage your strengths and interests, align with who you are (your core values), and matter greatly to you. When all of this is in place, you are your most capable and will perform at your best. The combination of performance and persistence is the core ingredient to the fulfillment of all great dreams.



Mindset #3:

We Are Connected

Explore the synergies in all relationships
and learn to empower one another

We Are Connected helps us understand that everyone who comes into our lives can assist us in living our dreams. Through this mindset, we learn to constantly explore synergies with others, embrace diversity, and relish competition, allowing us to maximize our potential with and through others.

1. Embrace Everyone

Every person who comes into your life has the potential to help you, hurt you, or have no impact on you at all. It makes sense to figure out how that person may be able to help you, because the other options mean that you aren't getting closer to your dreams. People who live great lives embrace everyone, and constantly seek ways to serve and be served by the people they come into contact with.

2. Maximize Positive Relationships

There are people in your life that lift you up and make you better. Unfortunately, there are also those people that can bring you down. Work to spend more time with people that empower you, and less with those who don't. Seek ways to get more out of and put more into the great relationships in your life.

3. Build Your Dream Team

Identify and build your Dream Team. These are the people who will help you live your dreams. Perhaps they have experience you can draw from, access to resources you will need, or can provide you with valuable support as you start living your dreams. The important step is to recognize the critical role others will play in your life, and deliberately begin developing relationships that will help you.

4. Lead with Value

When you find people who can help you in life, you want to start building those relationships quickly so the cycle of giving can begin. A lesson many have learned is that if you offer help before you ask for help, you will ultimately get much more out of the relationship. Look for ways to lead with value to supercharge the relationship.



Mindset #4:

100% Accountable

Choose to be responsible for your own happiness and success

100% Accountable teaches us that we are not victims of our past, our future is not predetermined, and our lives are what we choose from this moment onward. With a focus on recognizing fears and excuses, this mindset allows us to break down barriers, freeing our minds and focusing our energy to take the critical steps toward our goals.

1. Own Your Life

If you give away your ultimate freedom, the freedom to act and think for yourself, you become a victim. It happens when you allow the opinions and actions of others to matter more than your own. Begin the process of owning all aspects of your life and actions, taking responsibility for your situation and every moment of your life from now on. If you

do, you will be in control, rather than allowing others to control your life.

2. Overcome Limiting Beliefs

The greatest limitations in life are those you place on yourself. They come in the form of fears, excuses, and the counter mindsets. It is these limiting beliefs that inhibit confidence and drive ineffective or destructive behaviors. You can and must reprogram your thinking to overcome limiting beliefs.

3. Focus Your Energy

There are 24 hours in a day. People who get the most out of life do the most with the time they have. They spend more time doing things that give them energy, and use their energy to learn and accomplish what is important to them. You must constantly restructure your time so that you get the most out of all the moments you have. When you do this each day, you'll be taking larger and more powerful steps toward living your dreams.

4. Grow Through Life

Life is a process of continual growth. Recognize this and seek to learn from all experiences, good and bad. When you do so, you will constantly get better. You must also proactively develop your strengths and build new skills. Once you do this, you will have truly become 100% Accountable, and capable of creating the life of your dreams.



Mindset #5:

Attitude of Gratitude

Seek the positives from every experience,
and be thankful for all you have

Through the Attitude of Gratitude Mindset, we are taught that we can use either the positives or negatives in our lives as a foundation on which to build. Choose the positives, and we are on our way toward extraordinary success; choose the negatives, and we will likely begin a downward spiral. By focusing on the things we have, there is no time to be distracted by what we don't have.

1. Treasure Yourself

Create the fantastic life you want by cultivating the great things within yourself. We all have things we don't like about ourselves, but we must recognize that we're made of more wonderful things than not. Recognize the treasure that is you, cherish and develop it, and let it shine so that you can live the extraordinary life you're meant to.

2. Be More Grateful

You have the choice in life to focus on the good or the bad. If you focus on what you enjoy and are privileged to have, these things will multiply and you'll be on the path to your dreams. If your attention is on regret, jealousy, anger, and resentment, these elements will replicate, and you'll continue to experience more and more negative circumstances. Simply be more grateful. As often as you can, think about the good things in your life, as well as those that may be coming to you.

3. Thank it Forward

One guaranteed way to feel better and become happier is to do something for someone else. And one of the most powerful things you can do for someone is express gratitude for who they are and what they have done for you. Thanking someone provides two wonderful gifts: it makes the other person feel good, and gives you good feelings in the process.

4. Elevate Your Perspective

People who have lived great lives point to moments of adversity and challenge as the times when they learned critical lessons or built essential skills that allowed them to be successful. Knowing that, you can understand why it is important to seek the positives in all situations, even those that seem completely negative. When you do this, you get better, learn, and grow in essential ways that let you live a richer and fuller life.



Mindset #6:

Live to Give

Inspire and serve others while
maximizing your potential

Live to Give teaches us that abundance in one's life is a cycle, and to get love, respect, and financial security, we must learn to give those things. This mindset also teaches that the greatest gift we can ever give is to find and leverage our unique genius to maximize our positive impact on the world, knowing that good things will be returned to us in kind.

1. Stretch Yourself

Live to Give can sound a little bit selfish. While the best way to get what you want is to give what you can, the real point is to give because it is the right thing to do. When you live your best life, you do the things you are great at, and get the best results. These results benefit you, but they also

benefit others and the world around you, and that is the reason to do it. Oprah Winfrey gives millions of dollars to charity, but none of that will likely impact the world as much as the inspiration her talk show has provided to millions of viewers. Great teachers have an enormous impact simply by being great teachers. And you will give the most simply by being your very best and by living your ultimate life.

2. Make a Difference

The easiest and quickest way to feel better and become happier is to help someone. Amazingly, we have also learned that the best way to get things you want into your life is to start giving. When you do this, you create value with your life and get good things in return. To start or expand the flow of abundance into your life, simply start making a difference every day in every little way you can.

3. Receive Gracefully

One of the hardest things for people to deal with when they start living their dreams is that they are uncomfortable receiving the new and wonderful things that come into their lives. They may not feel worthy, or it may just be uncomfortable for them. So, when opportunity knocks or people want to help them, they shut the door and don't let the good things in. These gifts will give you new energy and power to do more and help more in your own life. By not receiving gracefully, you cut off the cycle of giving and limit your own potential.

4. Leave a Legacy

The only thing of significance any of us leave behind is the impact we had on others and the world. The true meaning of your life happens when it transcends and becomes greater than you as a person. To leave a legacy, find your passion, then orient your life around the legacy you want to leave. Make your life transcend you.



Mindset #7:

The Time is Now

Harness the power of this moment
and take purposeful action

The Time is Now Mindset teaches us that all our power exists in the moment. We cannot change the past, and the future hasn't happened; the only thing to do is take purposeful action in the present to create the life of our dreams.

1. Embrace Every Moment

One measure of your life is how you feel in each moment. To what degree do you experience positive emotions like joy, love, gratitude, and empathy? When you embrace every moment, you squeeze the most out of your experiences and live a life of greater joy and happiness. Seek circumstances and moments that create joy and memories. Even in tough times, like the loss of someone close to you, you experience love, and while sad, it can be a rich

and positive emotion for your life.

2. Get in the Zone

When we act out of anger, jealousy, or confusion, we often get something wrong, and cause more harm than good. Try to recognize when you are out of sorts, stop what you're doing, and figure out a way to get in a better state of mind. When you can do this, you'll get into your zone, and the actions you take will be much more effective and result in a far more positive outcome. This is not to say that acting out of anger should never happen. Justified anger is real, like when you see others bullying or discriminating against someone. The key is to be sure you are acting appropriately and out of necessity. But in any situation, it is vital to think before you act.

3. Let Yourself Be Vulnerable

When you are vulnerable, you are in a heightened state of emotion or energy. Whether you are attacking a fear, taking a risk, or expressing a deep feeling, your senses come alive and you really are at your best. Many people don't allow themselves to be vulnerable, believing it is a sign of weakness. In fact, allowing yourself to be vulnerable is one of the strongest of human traits. Some of the greatest moments in life happen when you're at your most vulnerable: applying for a job, proposing to your life partner, or confronting a family member after an offense. To become great, you must put yourself in positions of vulnerability.

4. Act on Purpose

While all action is powerful, the actions you take that align with your dreams are even more powerful. First, they resonate with who you are and matter to you, motivating you to try harder and work to overcome more. Second, this ensures you're taking steps directly toward reaching your dreams, which makes your actions more meaningful to the overall quality of your life. Ask yourself about the actions you take. Is this action moving me toward the life I want? Or is it distracting me from my dreams?



7 MINDSETS

ACADEMY

Empowering young people to pursue their best possible lives and helping prepare them for what lies ahead is both our privilege and passion.

7 Mindsets Academy is a proven social emotional learning and self-determination program that changes the way students think, interact and live. Designed to easily assimilate into any school or youth organization's culture, the 7 Mindsets Academy program uses simple, powerful language to teach and activate success strategies, guiding students to avoid risky behaviors, pursue their dreams with a heightened sense of purpose, and feel empowered to make a meaningful difference in the world.

7 Mindsets Academy isn't about gaining more knowledge or new skills. Learning the 7 Mindsets ignites a proactive, fundamental shift in a young person's social emotional learning that increases self-determination, academic performance, and resilience.

With distinct curriculum levels for K-12, the 7 Mindsets Academy program can be implemented site-wide or by individual classrooms in just 30-60 minutes a week. There is also a 7 Mindsets course component to coach educational staff through

professional development initiatives.

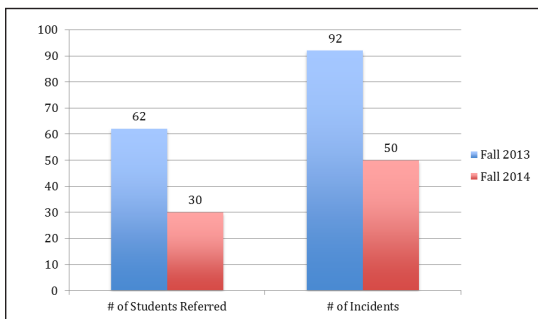
Contact us today at **info@7mindsets.com** to find out how to establish a 7 Mindsets Academy and bring the benefits of mindset education to your school community!

Impact: Results of Independent Studies

Study 1: Improves Student Behavior

An independent study was performed at Liberty Middle School in Cumming, GA, assessing the number of students referred for suspension or expulsion, as well as the total number of incidents reported. The data was collected in the fall of 2013 without the 7 Mindsets Academy program running, and again in the fall of 2014 after the program was implemented.

Impact of 7 Mindsets Academy on Student Behavior



The study showed a 54% reduction in the number of students referred for disciplinary action, as well as a 46% decrease in the total number of incidents¹.

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¹Other factors may have also contributed to these results. However, administration asserts the transformative nature of the numbers implies the significant role of the 7 Mindsets program.

Study 2: Improves Grit and Resilience

In the summer of 2014, a study was executed with 45 students age 13 to 19 from 9 countries (United States, Dominican Republic, Mexico, Brazil, Colombia, England, China, and South Africa). For this study, two externally-developed and scientifically-validated assessment tools were utilized:

1. Grit Scale Assessment – Developed by Angela Lee Duckworth at the University of Pennsylvania.
2. Resiliency Scales for Children and Adolescents – A Profile of Personal Strengths (RSCA) developed by Sandra Prince-Embury, PhD and published by Pearson

Students were given both the Grit and Resiliency assessments on July 12, 2014, prior to 7 Mindsets' annual Ultimate Life Summit event. They were then given both assessments again on July 18, 2014 at the conclusion of the weeklong event.

Summary of Grit

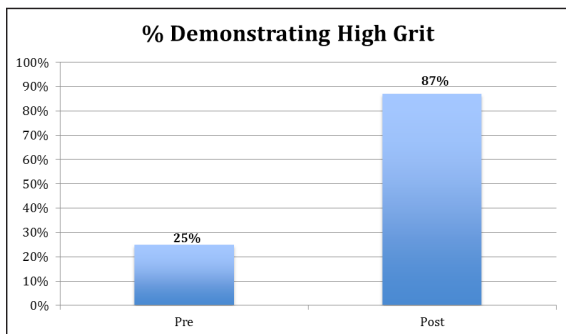
The Duckworth Lab focuses on two traits that predict success in life: grit and self-control. Grit is the tendency to sustain interest in and effort toward long-term goals. Self-control is the voluntary regulation of behavioral, emotional, and attentional impulses in the presence of momentarily gratifying temptations or diversions. On average, individuals who are gritty are more self-controlled, but the correlation between these two traits is not perfect: some individuals are paragons of grit but not self-

control, and some exceptionally, well-regulated individuals are not especially gritty. While the full correlation between these two traits hasn't been precisely specified yet, it seems that an important distinction has to do with timescale: As Sir Francis Galton suggested, the inclination to pursue especially challenging aims over months, years, and even decades is distinct from the capacity to resist "the hourly temptations," pursuits which bring momentary pleasure but are immediately regretted.

Study Results

For the research effort, Dr. Mimi Gamel segmented levels of Grit into three categories: (1) Low (2) Average and (3) High. The objective was to see what percentage of students started in the High range vs. the percentage that ultimately got there by the end of the program.

% of students scoring in the pre/post Grit scale from 7 Mindsets Pilot Study



During the pre-test, 11 of the 45 students demonstrated high levels of Grit. At the time of the post-test, 39 of the 45 students demonstrated high levels of Grit. This assessment proves that Grit can be taught and specifically through the 7 Mindsets program.

Summary of Resiliency

The Resiliency Scales for Children & Adolescents™ measures the personal attributes of the child that are critical for resiliency. The scales are composed of three stand-alone global scales of 20-24 questions each and ten subscales:

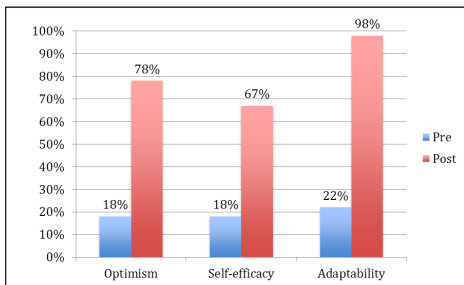
- Sense of Mastery Scale: optimism, self-efficacy, adaptability
- Sense of Relatedness Scale: trust, support, comfort, tolerance
- Emotional Reactivity Scale: sensitivity, recovery, impairment

Study Results

For the research effort, Dr. Mimi Gamel segmented levels of Resiliency into three categories: (1) Low, (2) Average and (3) High. This was done for all three subscales of the Resiliency Scale. The objective was to see what percentage of students started in the High range vs. the percentage that ultimately got there by the end of the program.

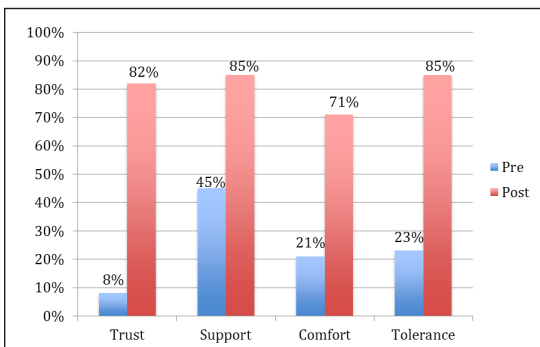
Sense of Mastery

% of students in pre/post scoring high according to score criterion from 7 Mindsets Pilot Study



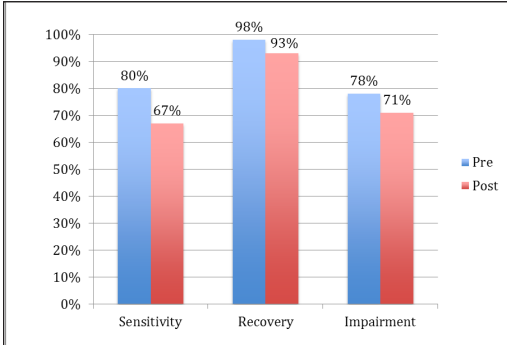
Sense of Relatedness

% of students in pre/post scoring high according to score criterion from 7 Mindsets Pilot Study



Emotional Reactivity

% of students in pre/post scoring high according to score criterion from 7 Mindsets Pilot Study



Note: The desired outcome in the three areas shown above is a decrease in emotional reactivity, which indicates an improvement in a student's ability to control his or her actions and emotions. Less sensitivity, shortened recovery time, and reduced impairment after an emotional situation are all positive indicators of decreased emotional reactivity.

Testimonials

“Our school system is finding the 7 Mindsets Academy program to be very effective with students and teachers. The research confirms the importance of creating growth mindsets in students and self-efficacy with teachers. The 7 Mindsets are fitting into our goal of creating a culture of educational engagement in our school system.”

Dr. Ruth O’Dell

Superintendent, Franklin County School System

“At k¹², combining the 7 Mindsets with academics has helped make the relevant ties to life. We now have students who are committed to “Live to Give” by volunteering in homeless shelters, nursing homes, and soup kitchens.”

Early King

Senior Director - At-risk Programs, k¹² Virtual Schools,

“For too long, school has been dominated with only the academic preparation of students. With 7 Mindsets Academy, schools can once again return to teaching the whole child by providing them with the tools that they will need for a lifetime of success and happiness. These tools include things like creativity, problem solving, and grit, yet none of these skills are included in state standards. The 7 Mindsets Academy program provides a structured and engaging way to bring these skills to students, so that they leave our schools with both knowledge and the ability to apply it in meaningful ways.”

Connie Stovall

Director of Instruction K-12, Forsyth County Schools