



INFLUENCING MINDSET AND BEHAVIOR CHANGE

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Introduction

In today's dynamic business environment, transformational change is inevitable. By creating the right environment and providing the necessary structures, an organization can influence a change in their employees' mindsets and behaviors resulting in a successful and sustained change.



Growth mindset is a powerful asset!

From 2001 – 2014 Microsoft's market capital and stock price remained somewhat stagnant. But, in 2014 when Satya Nadella took over he was focused on revamping the leadership and culture at Microsoft. In his book, [Hit Refresh](#), Nadella explains growth mindsets were his primary focus when revamping Microsoft. [1]

“If you change the way you look at things, the things you look at change.”

Wayne Dyer

[1] Ryan Gottfredson And Chris Reina, “To Be A Great Leader, You Need The Right Mindset”, HBR, [January 17, 2020](#)



What Is A Mindset?

Mindset is defined as *“a mental frame or lens that selectively organizes and encodes information, thereby orienting an individual toward a unique way of understanding an experience and guiding one toward corresponding actions and responses”*.

Mindsets contain both intellectual and emotional elements that affect our perceptions, interpretations, and actions. They guide what we think and how we feel about people and things.

