



A background image of a sparkler with bright orange and yellow sparks against a dark blue background. A large green rectangular overlay covers the left and center portions of the image.

The Pursuit of Excellence

Brian Farley

12 JANUARY 2018 PADERBORN

Team
Together everyone
achieves more



People
The “Ripple Effect”



Two mindsets

Carol S. Dweck, Ph.D.

Fixed mindset— Intelligence is static

Leads to a desire to look smart and therefore a tendency to ...

- ... avoid challenges
- ... give up easily
- ... see effort as fruitless or worse
- ... ignore useful negative feedback
- ... feel threatened by the success of others



As a result, they may plateau early and achieve less than their full potential.

All this confirms a deterministic view of the world



- Challenges
- Obstacles
- Effort
- Criticism
- Success of others

Growth mindset— Intelligence can be developed

Leads to a desire to learn and therefore a tendency to ...

- ... embrace challenges
- ... persist in the face of setbacks
- ... see efforts as the path to mastery
- ... learn from criticism
- ... find lesson and inspiration in the success of others



As a result, they reach ever-higher levels of achievement

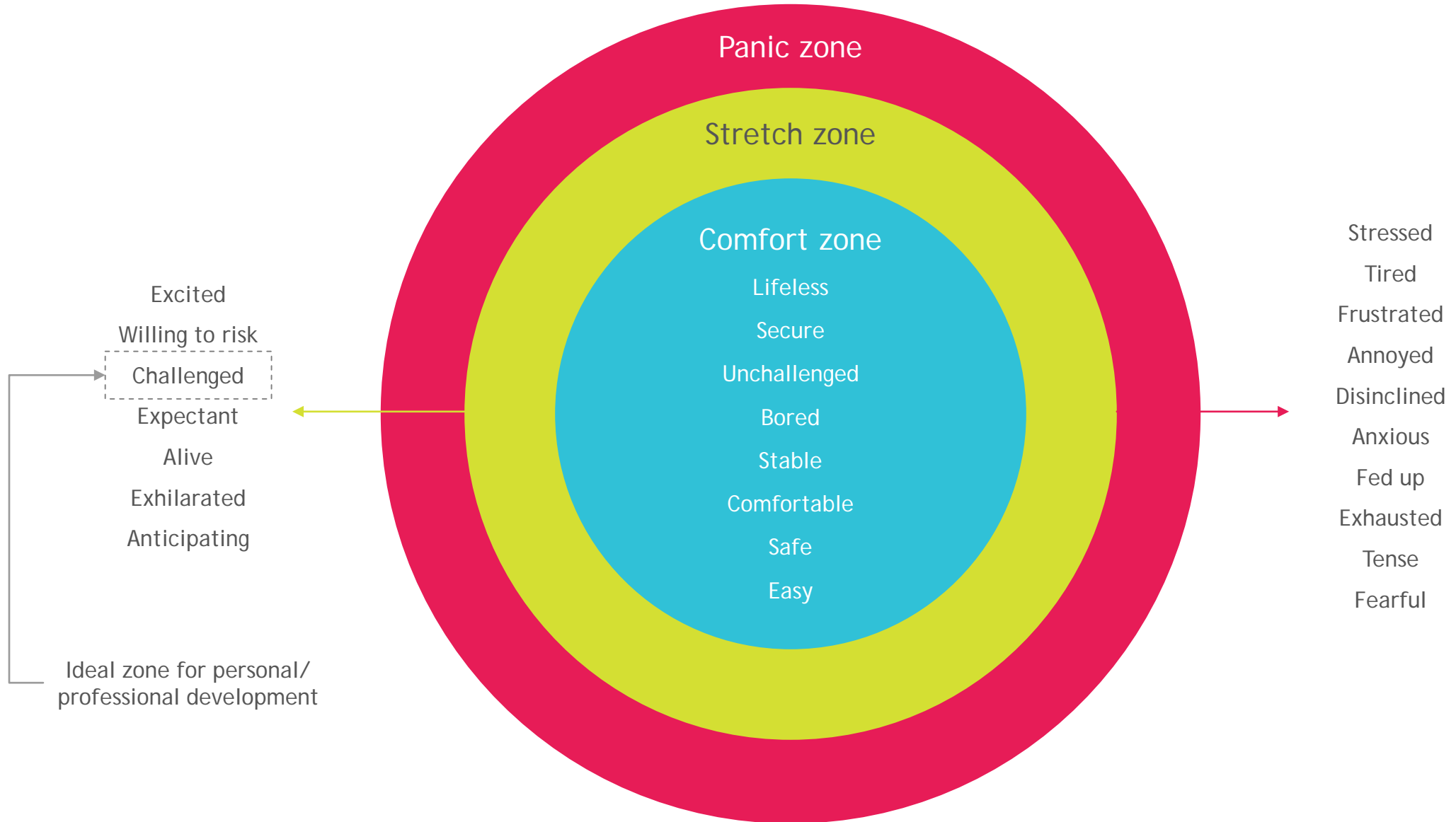
All this gives them a greater sense of free will

The Why!



Perception
Half empty or
half full





Perseverance



If you want to
invest in
consumers then
start by
investing in
your people

