

## UNDERSTANDING MINDSET

Mindset is a concept that is widely used, but often not defined or well understood.  
Can you correctly categorize personality, skillset and mindset?

Hint: There are four of each.

	Personality	Skillset	Mindset
1) Being an introvert or extrovert			
2) Closing a sale			
3) Believing that people are basically trustworthy			
4) Narcissism			
5) Facilitating a productive meeting			
6) Being either people-focused or task-focused			
7) Being persuasive			
8) Looking for the potential in ideas			
9) Knowing how to come up with ideas			
10) Believing that you control your fate in life			
11) Being an optimist			
12) Being innovative.			

Hints:

- 1) This is a common distinction on the Meyers Briggs Type Indicator.
- 2) This is something that can improve with guidance and practice.
- 3) The key word here is “believing.”
- 4) This is one of the “Big Five.”
- 5) Can you learn to get better at this?
- 6) Some people seem to have a basic preference for one or the other.
- 7) Some people have learned how to do this quite well.
- 8) Is this something you can choose to do?
- 9) The key word here is “knowing.”
- 10) This might change based on the circumstances.
- 11) Are some people just more of this than others?
- 12) Oh, come on! What is this journey about?

## PERSONALITY

**Personality** is generally understood to be those things about us that are stable and unchanging, or innate. Although, considerable research demonstrates that personality can and does change, and it is common for people to behave in ways that contradict their “type” or “strengths.” Many popular assessments such as *Myers Briggs Type Indicator*, *DISC*, *StrengthsFinder*, *KAI* and *Creatrix* are measures of personality. Personality has not been found to be a strong indicator of value creation or new venture success.

The personality items are 1, 4, 6 and 11

## SKILLSET

**Skillset** is the capabilities that we have mastered. These can be learned in some formal way or acquired through experience. They may be hard skills such as how to repair a car or keep a set of books, or what are sometimes called soft skills, such as how to manage and motivate people. Most widely-used strategies for applied creativity and innovation, such as *Creative Problem Solving*, *Brainstorming* and *Design Thinking*, are skills-based approaches. However, these may include tools designed to temporarily shift mindset.

The skillset items are 2, 5, 7 and 9

## MINDSET

**Mindset** is reflected in our choices and made up of our assumptions and beliefs. These are frequently subconscious and therefore unexamined *implicit theories*. Yet they have a powerful impact on how we think and behave. Mindset is malleable but changing it effectively, requires that we surface these hidden assumptions and understand their impact. Our mindset is our personal operating system. It guides how we apply our skills. When we upgrade it, we increase our capabilities—sometimes dramatically. Research has found that mindset is a powerful predictor of someone’s likely value creation, especially when exploring new possibilities and working in a dynamic environment.

The mindset items are 3, 8, 10 and 12