

Mindset Change Cheat Sheet

When I began coaching owners and executives, I assumed we would focus on strategy and tactics.

I was wrong.

Most of our time is spent on mindset. A mindset is a fixed, or strongly held, perspective about reality.

It defines the leader's self-image and the world they are in. It defines possibility.

Leaders Have A Success Thermostat

Everyone has a *success thermostat*. Life teaches us what the "right" temperature for success in life. A certain income feels right to us. A certain amount of influence. A certain amount of peace. A certain amount of challenge.

If we grow beyond where our thermostat is set – our mindset kicks in. It brings us back to "normal." If we cool off below our settings – our mindset kicks in, heats up and brings us back to normal again. But no higher.

Everyone experiences this. But for leaders, our "thermostat" defines the potential for those we lead and attract. As leaders, we must learn to adjust our settings. When we do, the opportunities expand for everyone.

Changing Your Thermostat

The way a leader *sees* and *believes* strongly dictates the opportunities a leader recognizes and is able and willing to pursue.

When getting to "the next stage" and stay there, *mindset* has more influence than the economy, having the best people or best plans.

The likelihood of success is directly tied to a leader's mindset. This is as true for growing profits as it is for creating a happier and more unified office culture.

Common Mindset Challenges

- **Optimism vs. Pessimism:** The belief that life tends to work *for* me or *against* me.
- **Scarcity vs. Abundance:** The belief that "There is one pie and everyone else is getting theirs," or "I can always bake another pie."
- **Feedback vs. Feedforward:** The belief that "I'm defined by my past," or "I'll be defined by the choices I'll make today and tomorrow."
- **Fixed or Growth:** The belief that "I am who I am, I can do what I can do and that's it" or "I can continue to learn, change and grow."
- **Fatalism vs Self-Efficacy:** The belief that some outside force has written my script and I just act it out or I am a shaper of my future.



MINDSET CHANGE CHEAT SHEET

CLARIFY "WHY"

"If you want to identify me, ask me not where I live, or what I like to eat, or how I comb my hair, but ask me what I am living for, in detail, ask me what I think is keeping me from living fully for the thing I want to live for."
-Thomas Merton

Consistent high performers can easily tell you "why" they pursue their goals. Their answers are simple and honest. They remind themselves of their "why" regularly.

Tip:

1. Write out your Why. Don't worry about making it pretty. Just get it out.
2. Put it where you'll see it. Read it out loud for at least 21 days. Read when you feel discouraged, tired or frustrated.



RELATIONSHIPS MATTER

"You are the sum of the five closest people in your life." - Jim Rohn

Surround yourself with people who are, or are close to, who you want to become.

Reduce time with people who have the mindsets, habits, and life you want to change.

Successful, healthy and happy people's closest relationships are always other successful, healthy or happy people. Relationships matter. Curate and nurture the right ones.

Tip:

1. List the mindsets you want and the ones you want to change.
2. List people who have mindsets like you want. List at least one way to build a relationship with each.
3. For mindsets that don't exist in your network: Who has those mindsets? Join their group. Attend their conference. Hire one as a coach. Read their books. Listen to their podcasts.



KEEP YOUR PROMISES TO YOURSELF

“Self-confidence is built internally by keeping promises you make to yourself.” – Ed Mylett

Each time you keep a promise made to yourself, you teach yourself that you can succeed. Whether this is completing your workout, keeping to your diet, meeting a sales goal or correcting an attitude.

Tip:

1. Build an inventory of kept promises. Every day:
 - Identify one goal that you will accomplish that day. Make it a priority and schedule your day around that goal.
 - Identify one goal that you accomplished the day before.



GRATITUDE

“Gratitude is the healthiest of all human emotions. The more you express gratitude for what you have, the more likely you will have even more to express gratitude for.” —Zig Ziglar

Gratitude is the master-key mindset. It unlocks all other positive mindsets. You can't experience the good life if you can't see good in life. Gratitude displaces fear, worry, and anger. Those are the primary emotions of negative mindsets. It is impossible to be grateful and negative at the same time.

Tip:

Everyday, write out three things that you are grateful for.



CHANGE YOUR PHYSICAL STATE

“Success relies on being at a peak mental and physical state.” – Tony Robbins

You don't have to become an athlete. A 5-minute walk or stretching changes your physiology. When you change your physical state you change your mental state: Your emotions, energy, creativity, problem-solving skills and outlook will shift. When in a negative or unhelpful state - change your physical state. It will shift your mental and emotional state. This teaches you that you can quickly change your mental and emotional state. It teaches you that you have influence and impact.



Tip:

Get up and walk or stretch for 5 minutes 1x a day. Ideally walk outside. It'll change your state. Do this when you feel tired, frustrated, angry or are cloudy in your thinking.

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Centering in “Why”

“If you want to identify me, ask me not where I live, or what I like to eat, or how I comb my hair, but ask me what I am living for, in detail, ask me what I think is keeping me from living fully for the thing I want to live for.”

— *Thomas Merton*

Consistently high performers can quickly and easily tell you “why” they pursue what they pursue. They define it very honestly and plainly. They think about it regularly and specifically. They don’t confuse methods (things like money, recognition or order) for purpose (things like freedom, family life, impact on others.)

Tip:

1. Write out your *Why*. Don’t worry about making it pretty. Just get it out.
2. Put it someplace where you’ll see it. Read it out loud for at least 21 days. Read it more often if you feel discouraged, tired or frustrated.

Relationships Matter

"You are the sum of the five closest people in your life."

- Jim Rohn

One of the most powerful ways to change your mindset is to surround yourself with people who think, act and experience what you want.

To do this, you'll need to spend less time with people who have the mindsets you are trying to leave.

You will never find successful, healthy or happy people whose closest relationships are unsuccessful, unhealthy or unhappy. Your relationships matter. You **must** curate and nurture the right relationships.

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Tip:

1. Write out the mindsets you want and the ones you want to leave behind. This shouldn't take more than two or three minutes.
2. Write a list of people you know who have mindsets like you want. Start meeting them for coffee or lunch. Build a closer relationship with them. Be intentional about the amount of time you spend with them.
3. Identify which mindsets aren't easily available in your social network. Where are the people with those? Is there a group you can join? Is there a coach you can hire?

Keep Your Promises to Yourself

“Self-confidence is built internally by keeping promises you make to yourself.” – Ed Mylett

Every time you keep a promise you make to yourself you teach yourself that you can succeed.

Whether this is doing your workout when you don't feel like it, keeping to your diet, meeting a sales goal or keeping an attitude in check.

Every time you break a promise to yourself, you tell yourself you a liar and can't be trusted. This breaks down your self-image and sense of self-worth.

Tip:

1. Build an inventory of kept promises. Every day:
 - Identify one goal that you will accomplish that day. Make it a priority and schedule your day around that goal.
 - Identify one goal that you accomplished the day before.

Gratitude

“Gratitude is the healthiest of all human emotions. The more you express gratitude for what you have, the more likely you will have even more to express gratitude for.” —Zig Ziglar

Gratitude is the master-key mindset. It unlocks all the other positive mindsets.

You can't experience the good life if you can't see good in life.

Gratitude is the acknowledgement that you have received or experienced something good. It is an active recognition of the good in others and in the world around you.

Gratitude displaces fear, worry, and anger. Those are the primary emotions that accompany negative mindsets. It is impossible to be grateful and fearful or angry at the same time. Gratitude draws you towards the good while displacing unhelpful emotions.

Tip: Everyday, write out three things that you are grateful for. To make this even more powerful, mention one or more of them to someone else.

Change Your Physical State

“Success relies on being at a peak mental and physical state.” – Tony Robbins

You don't have to get ripped or run a marathon.

Just getting up and taking a 5-minute walk or stretching changes your physiology or body chemistry.

When you choose to change your physical state, you are making a choice to change your mental state. This includes your emotions, energy, creativity, problem-solving skills and outlook.

When you are in an unhelpful mental or emotional state- change your physical state. It will, in turn, shift your mental and emotional state around. This teaches you that you can shape your future.

Most people make physical movement too complicated. If they don't have the right motivation, enough time, trendy clothes, enough energy – they don't do it.

Changing your physical state teaches you that you can quickly change your mental and emotional state. It's a promise you can keep to yourself. It teaches you that you can act and have impact.

Tip: Get up and walk or stretch for 5 minutes 1x a day. If you want to walk more or do other exercises– go for it. Ideally walk outside. It'll change your state. Do this when you feel tired, frustrated, angry or our cloudy in your thinking.