

CONTENTS

Introduction ix

1. THE MINDSETS | 3

- 4 *Why Do People Differ?*
- 6 *What Does All This Mean for You? The Two Mindsets*
- 7 *A View from the Two Mindsets*
- 9 *So, What's New?*
- 11 *Self-Insight: Who Has Accurate Views
of Their Assets and Limitations?*
- 11 *What's in Store*

2. INSIDE THE MINDSETS | 15

- 16 *Is Success About Learning—Or Proving You're Smart?*
- 32 *Mindsets Change the Meaning of Failure*
- 39 *Mindsets Change the Meaning of Effort*
- 45 *Questions and Answers*

3. THE TRUTH ABOUT ABILITY AND ACCOMPLISHMENT | 55

- 57 *Mindset and School Achievement*
- 67 *Is Artistic Ability a Gift?*
- 71 *The Danger of Praise and Positive Labels*
- 74 *Negative Labels and How They Work*

4. SPORTS: THE MINDSET OF A CHAMPION | 82

- 83 *The Idea of the Natural*
- 91 *"Character"*
- 98 *What Is Success?*
- 99 *What Is Failure?*
- 101 *Taking Charge of Success*
- 103 *What Does It Mean to Be a Star?*
- 105 *Hearing the Mindsets*

5. BUSINESS: MINDSET AND LEADERSHIP | 108

- 108 *Enron and the Talent Mindset*
- 109 *Organizations That Grow*
- 111 *A Study of Mindset and Management Decisions*
- 112 *Leadership and the Fixed Mindset*
- 114 *Fixed-Mindset Leaders in Action*
- 124 *Growth-Mindset Leaders in Action*
- 133 *A Study of Group Processes*
- 134 *Groupthink Versus We Think*
- 136 *The Praised Generation Hits the Workforce*
- 137 *Are Negotiators Born or Made?*
- 139 *Corporate Training: Are Managers Born or Made?*
- 141 *Are Leaders Born or Made?*
- 142 *Organizational Mindsets*

6. RELATIONSHIPS: MINDSETS IN LOVE (OR NOT) | 147

- 150 *Relationships Are Different*
- 151 *Mindsets Falling in Love*
- 160 *The Partner as Enemy*
- 161 *Competition: Who's the Greatest?*
- 162 *Developing in Relationships*
- 163 *Friendship*

166	<i>Shyness</i>
168	<i>Bullies and Victims: Revenge Revisited</i>

7. PARENTS, TEACHERS, AND COACHES:

WHERE DO MINDSETS COME FROM? | 176

177	<i>Parents (and Teachers): Messages About Success and Failure</i>
196	<i>Teachers (and Parents): What Makes a Great Teacher (or Parent)?</i>
205	<i>Coaches: Winning Through Mindset</i>
214	<i>False Growth Mindset</i>
221	<i>Our Legacy</i>

8. CHANGING MINDSETS | 223

223	<i>The Nature of Change</i>
226	<i>The Mindset Lectures</i>
228	<i>A Mindset Workshop</i>
231	<i>Brainology</i>
234	<i>More About Change</i>
236	<i>Opening Yourself Up to Growth</i>
240	<i>People Who Don't Want to Change</i>
244	<i>Changing Your Child's Mindset</i>
249	<i>Mindset and Willpower</i>
252	<i>Maintaining Change</i>
254	<i>The Journey to a (True) Growth Mindset</i>
262	<i>Learn and Help Learn</i>
264	<i>The Road Ahead</i>
265	<i>Notes</i>
287	<i>Recommended Books</i>
289	<i>Index</i>