

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?*
- II *Self-Insight: Who Has Accurate Views
of Their Assets and Limitations?*
- II *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 *Shyness*
 168 *Bullies and Victims: Revenge Revisited*

7. PARENTS, TEACHERS, AND COACHES:

WHERE DO MINDSETS COME FROM? | 176

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

8. CHANGING MINDSETS | 223

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