



Insights Ignite: Cultivating a Growth Mindset

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Hey, I'm Lara, a researcher turned coach for leaders in the insights industry

- 20 years insights industry experience
 - TNS, Hall & Partners, Microsoft, Centrica (Hive)
 - Mentor for WIRe (Women in Research)
 - Associate for IMA (Insights Management Association)
- Certified Coach ACC, CPQC
- *Now I love helping insight leaders and their teams find the sweet spot between high-performance and happiness!*



Nice to meet you!

From a fixed mindset afraid I would not be able to follow my dream...

...to doing something beyond what I previously thought possible!



My story

WHAT WILL YOU LEARN TODAY?



- Introducing Growth Mindset
- Understanding our Mindset
- Practical Applications for Individuals
- Creating a Culture of Growth Mindset
- Q&A





Introducing Growth Mindset



Growth Mindset:
the belief that abilities and intelligence can
be developed through dedication, effort,
and resilience

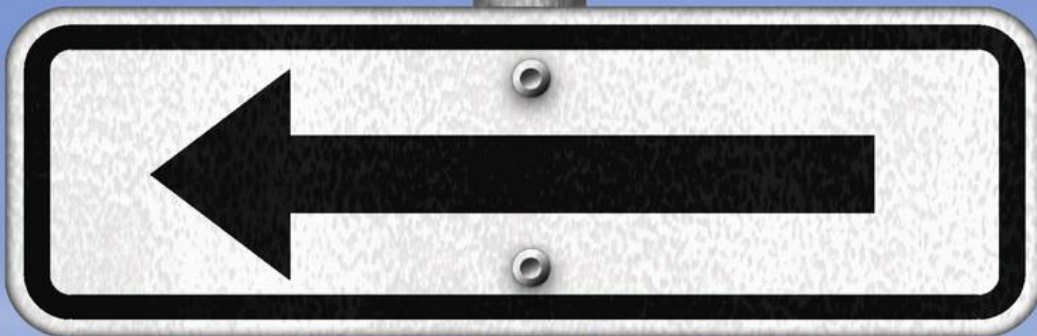
- Dr Carol S. Dweck



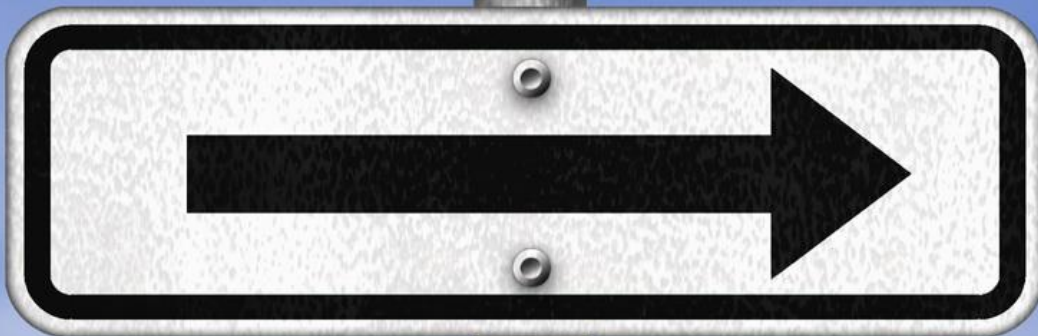
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82	A	B	C	D



**FIXED
MINDSET**



**GROWTH
MINDSET**





**Belief in
Potential**

**Positive
Attitude**

Viewing Criticism
as Constructive

Embracing Challenges

ENGAGED IN EFFORT

Adaptability

Persistence

Learning from Mistakes

**Openness to
Feedback**

Inspired by
Others'

Employees in a “growth mindset” company are more likely to say:



- 65% that the company supports risk taking
- 49% the company fosters innovation.
- 47% their colleagues are trustworthy
- 34% they feel a strong sense of ownership



Ask yourself:

1. To what extent do you believe that your abilities and intelligence can improve with effort and practice?
2. When you face a challenging task, how do you view it as an opportunity – or a barrier?
3. How do you see mistakes? As valuable learning experiences or failures?
4. In what situations are you open to receiving feedback and using it to improve your performance?
5. Do you believe that effort and persistence are more important than innate talent in achieving success?



Understanding our Mindset

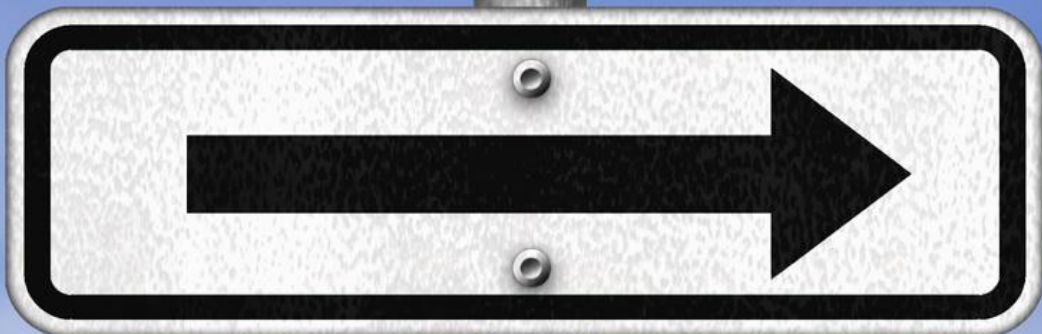
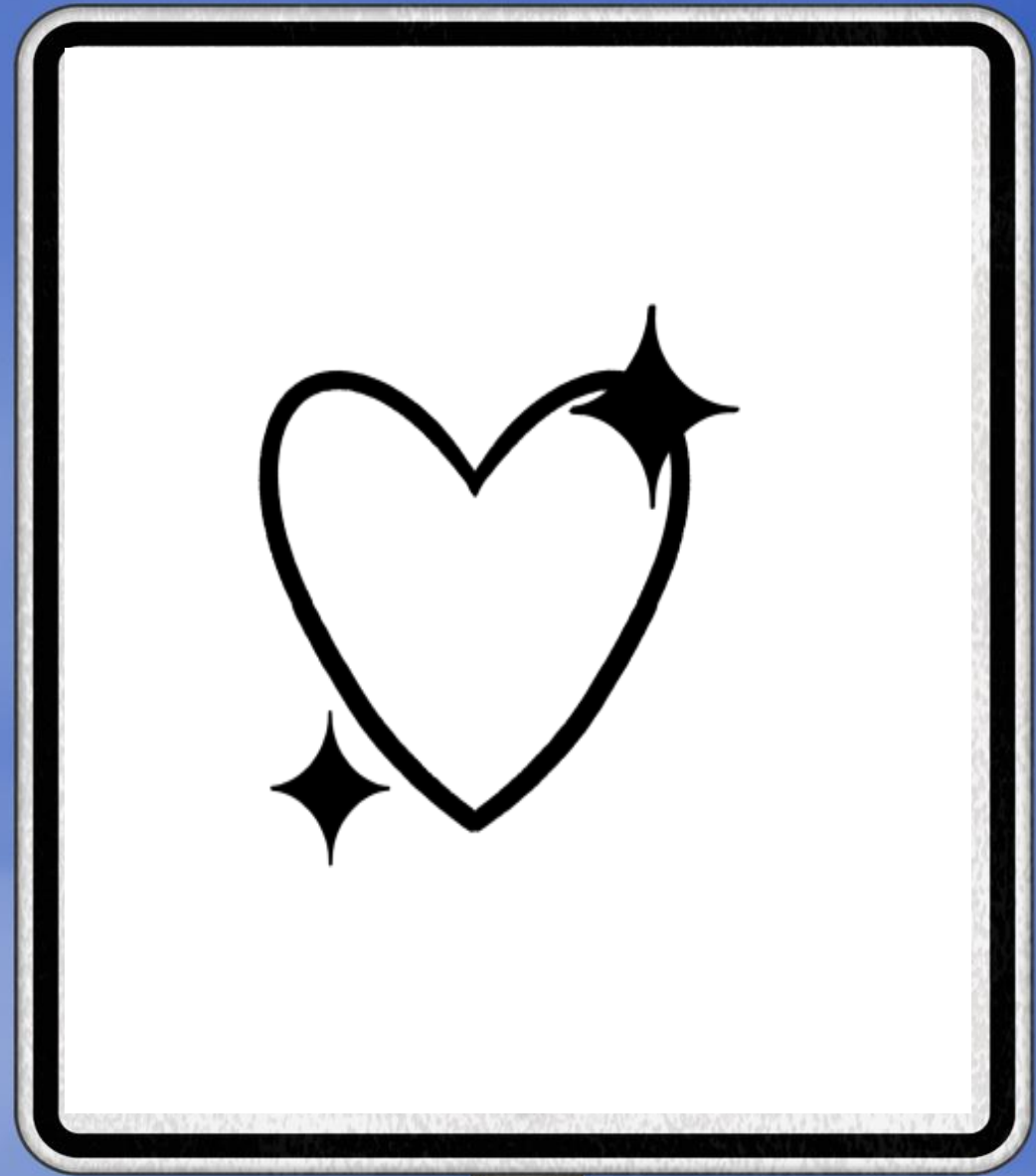
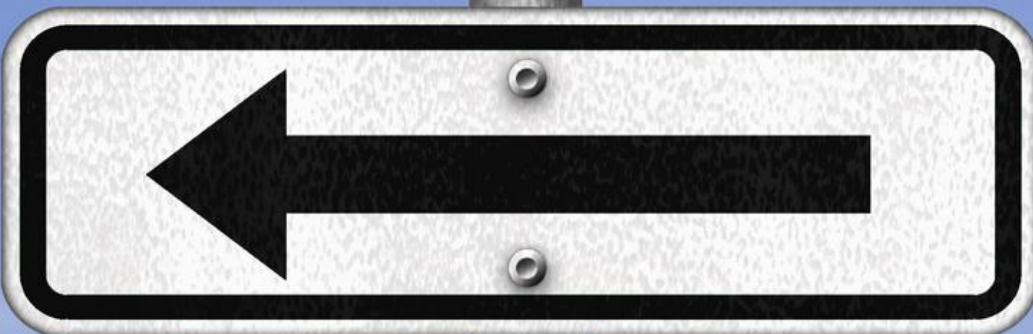




“Whether you think
you can or you can’t,
you’re right”

-Henry Ford







Why do we sometimes
get stuck in a fixed
mindset?

We all have an inner
judge that silently
sabotages our efforts





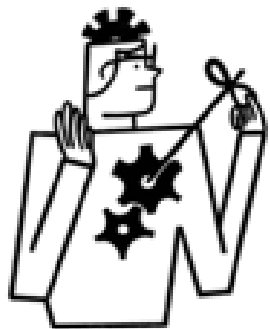
Avoider



Controller



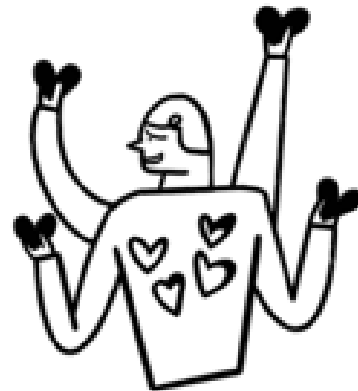
Hyper-Achiever



Hyper-Rational



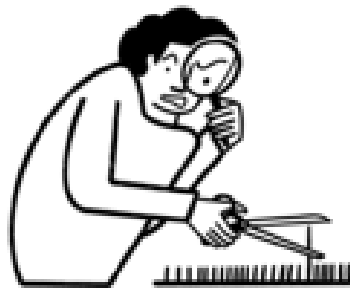
Hyper-Vigilant



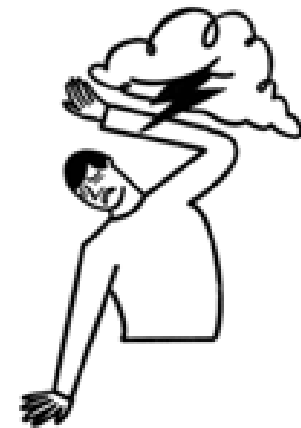
Pleaser



Restless



Stickler



Victim

9 other saboteurs also keep you in a FIXED mindset

Collectively they cause all your stress, unhappiness, self doubt & anxiety - in fact all negative emotion





Our inner wisdom is
based on love

Of challenge, learning
new things, new ideas, for
ourselves and others



Embracing a GROWTH Mindset By using your “sage” inner wisdom



Empathize



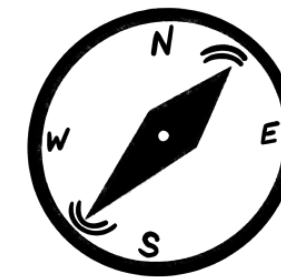
Explore



Innovate



Activate



Navigate





How might saboteurs keep you in
a **fixed mindset?**



NEW
MINDSET

NEW
RESULTS

Practical
Applications for
Individuals





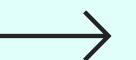
“The hallmark of successful people is they are always stretching themselves to learn new things”

-Dr Carol S. Dweck



10 ways a growth mindset can help

1. Embracing New Methods
2. Handling Feedback
3. Tackling Complex Projects
4. Continuous Learning
5. Overcoming Setbacks
6. Collaboration and Teamwork
7. Innovation and Creativity
8. Managing Client Relationships
9. Adapting to Industry Changes
10. Mentoring and Coaching



Handling feedback

From: being defensive in the face of
negative feedback

To: staying calm, listening with an
open mind and embracing what
served their growth



Nic – Client side Researcher

Innovation and Creativity

From: telling herself it was “too soon” to launch an new training

To: taking it step by step, starting small and learning along the way



Holly – Independent Researcher

Embracing New Methods

From: feeling stuck at a job
transition

To: exploring AI tools and
embracing them and using that to
land a new role



Colin – Agency Researcher



How might a **growth mindset** benefit you as individuals?





Creating a Culture of Growth Mindset





Microsoft

Microsoft switched its culture to a growth mindset when CEO Satya Nadella took over in 2014.

The culture at Microsoft changed from 'know-it-all' to 'learn-it-all'.



Leaders can help create a growth mindset culture



Coach-like questions

“What is the next thing you will do?”

“How are you going to move beyond this?”

“What went well, what did you learn, what would you change?”





How can you integrate **growth mindset** into your projects, team meetings and client interactions?



Insights Ignite: Cultivating a Growth Mindset

RECAP

- Growth Mindset the belief that abilities and intelligence can be developed
- Remind yourself of the power of “NOT YET”
- Spot your saboteurs and switch to a your inner “researcher” super-power
- Ask what areas of your work (projects, clients, team) you can grow
- Lead by example and build small growth mindset activities into your culture





Q&A





"If you don't like
something, change it.

If you can't change it,
change your attitude."

— Maya Angelou



[linkedin.com/lara-biddiscombe-meyer](https://www.linkedin.com/in/lara-biddiscombe-meyer)



www.lara-meyer.com



Thank you

