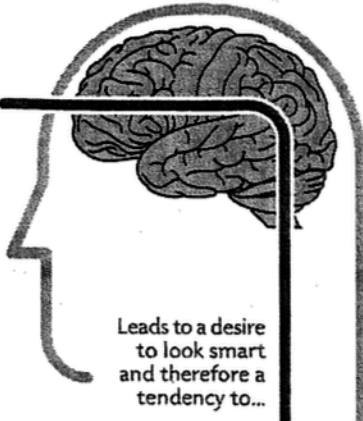
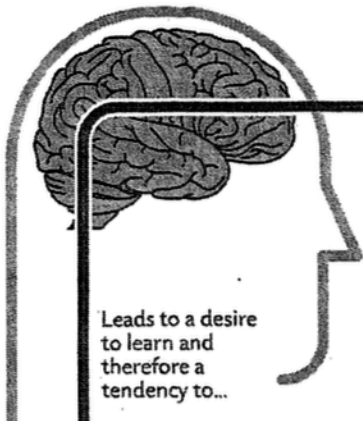


Fixed Mind-set
Intelligence is static



Leads to a desire
to look smart
and therefore a
tendency to...

Growth Mind-set
Intelligence can be developed



Leads to a desire
to learn and
therefore a
tendency to...

CHALLENGES

...avoid
challenges



...embrace
challenges



OBSTACLES

...give up
easily



...persist in the
face of setbacks



EFFORT

...see effort as
fruitless or worse



...see effort as
the path to mastery



CRITICISM

...ignore useful
negative feedback



...learn from
criticism



SUCCESS OF OTHERS

...feel threatened
by the success
of others



...find lessons and
inspiration in the
success of others



As a result, they may plateau early
and achieve less than their full potential.

All this confirms a **deterministic view of the world.**

As a result, they reach ever-higher levels of achievement.

All this gives them a **greater sense of free will.**