**Where’s your Head At? By Kristen Hussey**

The growth and fixed mindset

Soon you will be starting your PR career. I’m sure the most stressful questions must arise like will I succeed? Will my employer like and trust me? What If I make a mistake and what If I’m not good enough?!

In the inspiring book Mindset: The New Psychology of Success by Carol Dweck she outlines the keys to success in your career, relationships, athletics and education and success is all in your mindset. Through the book you are taken through examples of situations, each with the fixed minded approach and the growth mindset approach. The most beneficial chapter I found was how she showed examples of fixed mindset CEO’s and growth mindset CEO’s and how the mindset can make or break a company,

The Top three lessons I took from reading this book are; “character is what allows you to reach the top.” (97) “Skills and achievement come through commitment and effort.” (173) Finally, I learned that employers are not looking for merely just a ‘naturally talented’ employee. They are looking for fresh ideas, commitment to the company and a growth mindset that will take evolve the company further. To be in PR you must follow the growth mindset, if you don’t already don’t worry, the growth mindset is teachable.

**Fixed Mindset**

* No room for improvement
* Failure = lack of competence
* More setbacks and afraid to take chances
* Fear of criticism

**Growth Mindset**

* Intelligence and talents can be improved
* Learn from challenges and try again
* Takes criticism and acts on it
* Takes more responsibility for actions
* Have more success in business, relationships and sports

Test your Mindset

<http://mindsetonline.com/testyourmindset/step1.php>

If you would like to learn more about how your mindset can affect your life you can purchase the book or learn more about Carol Dweck and her studies go online at <http://mindsetonline.com/thebook/buythebook/index.html>