



At a Glance

TITLE
Mindset: The New Psychology of Success

AUTHOR
Carol S. Dweck Ph.D

GENRE
Non-Fiction
(Business/Psychology)

STYLE
Research based, learning

PUBLISHED
Random House 2006

PAGES
288

BOOK DESCRIPTION
Dweck proposes that everyone has either a fixed mindset or a growth mindset. Dweck provides a checklist to assess yourself and shows how a particular mindset can affect all areas of your life, from business to sports and love.

Summary

Dweck, a psychology professor and leading researcher in the field of motivation takes the reader through an extensive series of studies and research on why some people succeed and others don't. To her, it is about mindset and there are two kinds - a fixed mindset and a growth mindset.

People with a fixed mindset believe their cognitive abilities are pre-determined; their Intelligence Quotient (I.Q.) is set. If this is true, then why bother trying harder? Why take on challenges? Why not just do whatever comes easiest?

People with a growth mindset believe they can increase their I.Q. They can surpass the "label" bestowed upon them. They do this by pushing forward through difficult tasks, increasing the level of effort they put into something and they are open to continuous learning.

You can change your brain. You can choose to move from a fixed mindset to a growth mindset.

Evaluation

The author takes years of research and simplifies it to explain how one can choose to change their brain. The writing style encourages the reader to evaluate their own mindset and possibly limitations they put on themselves. It is well written and encourages introspection.

Additional resources such videos are available on YouTube.

Recommendation

I would recommend this book to anyone aspiring to develop their character as well as their knowledge level; their emotional as well as intelligence quotient.

I would give the book a ★★★★★☆

REVIEWER

Audie McCarthy is President and CEO for Mohawk College Enterprise (MCE), a business to business organization established by Mohawk College to provide training and consulting services to organizations across Ontario.