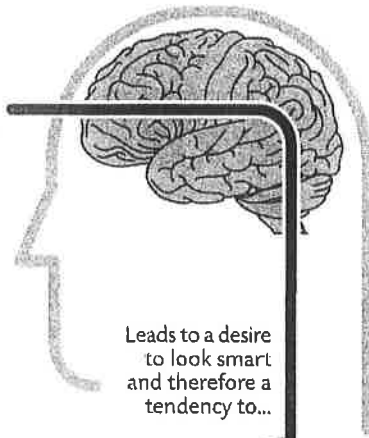
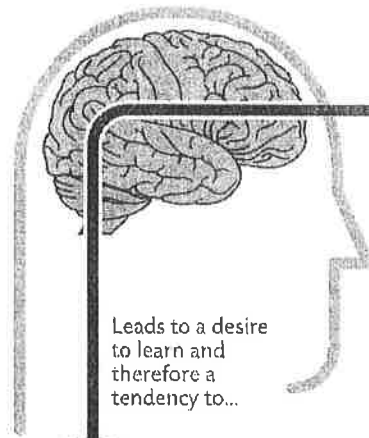


**Fixed Mind-set**  
Intelligence is static



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**.