



DO YOU HAVE A CEO MINDSET?

IT'S YOUR #1 STRATEGY FOR GROWTH



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CARRIE D. CLARKE, JD | NEXT LEVEL COACHING & CONSULTING |



Start with the end in mind

- What is your big vision for your company?
Dream big-how great can it be 5 years from now?
- Now what is even bigger than that?
- Does that feel impossible?
- What type of CEO would run a business like that?





Formula For Success

- What makes a business successful?
- What % of resources do you need to spend on each of these areas?



Does it all add up?

5-10% Conscious:

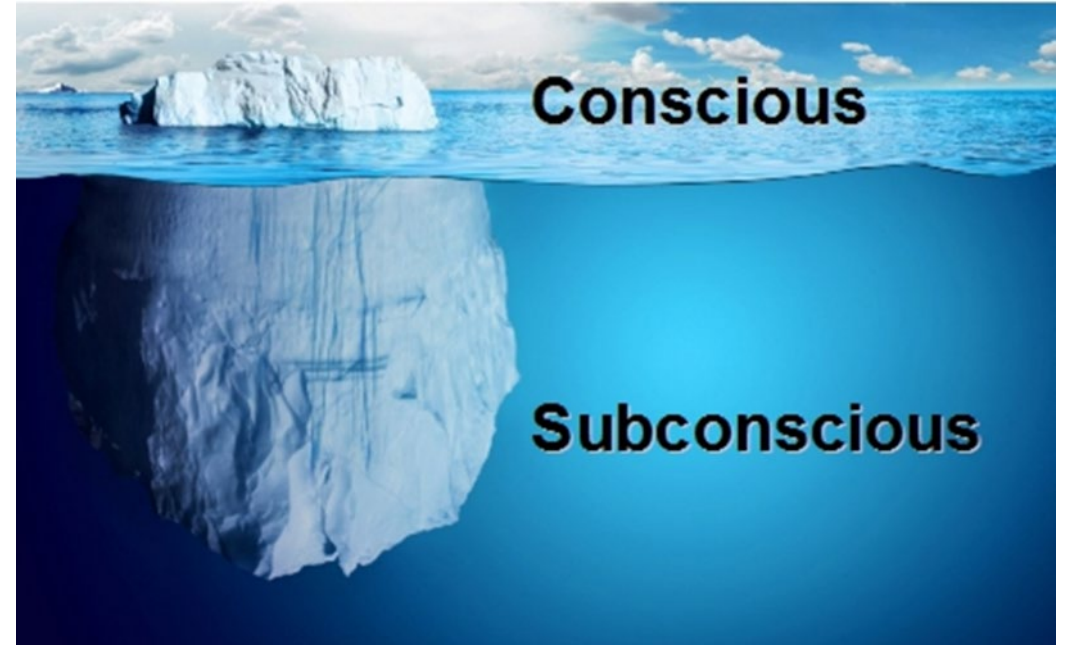
- Voluntary Actions
- Thinking/Vision Casting
- Set Goals
- Planning: Strategic Plan
- ONLY capable of short-term memory storage

90-95% Subconscious

- Long term memory
- Habits
- Values/Beliefs
- Understanding of what is possible
- Fears

What Now:

How does this apply to you as a leader?





Brain Benders

Your Brain has two main jobs

1. Keep you Alive
2. Learn to be more efficient to save energy (so you can stay alive)

Therefore our brain is always trying to keep us from trying something new and automate (habits) everything else

What now?

What is something in your business that really scares you? A lion vs public speaking-same thing to your brain!





What is Mindset?



“Mindset is a set of attitudes held by someone”

- Fixed mindset: our traits and abilities are hard wired “I am horrible at math” “I am not a morning person” “I am not a natural leader” “I do not do well with conflict”
- Growth Mindset: Brains and traits can change (proven by Neuroplasticity supported in studies from 1998-less than 25 years ago!)

Everything you know you have learned.
Guess what-you can also unlearn it.
You get to choose

Now what:

- What are 3 things you have said “I can’t” (or “I’m not good at” or “I’m not ready/qualified yet”) do in business?



Basketball Study

Group #1: No basketball playing or practicing for 30 days

Group #2: Practiced free throws for 30 min. each day for 30 days

Group #3: Spent 30 min each day for 30 days “visualizing making every free throw”

RESULTS:

The first group of students who did not practice at all showed no improvement

The second group had practiced every day and showed a 24% improvement

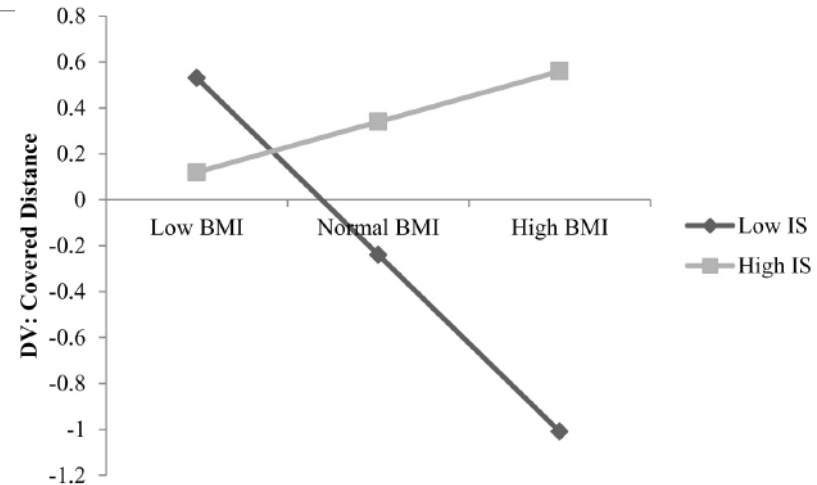
The third group however, the group which had simply visualized successful free-throws, showed a 23% improvement

What Now?

What is an area of your leadership and business success you want to improve on? Do you know what good “looks” like? Practice what “Being” that CEO looks like? What does that CEO say? How does that CEO run a meeting?



Cleaning or Working Out?



What now:

What is something your business that you can reframe right now with you and your team to get different results?



What's in this picture?





Where's Waldo?



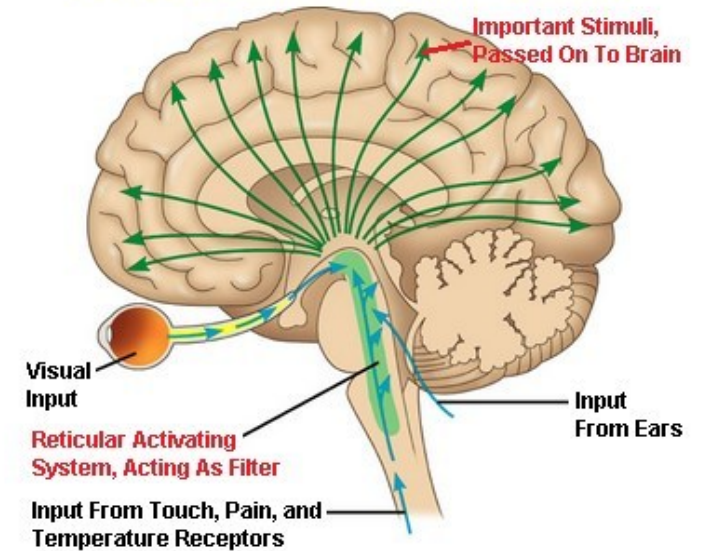


Reticular What?



Reticular Activating System

The Reticular Activating System



What now?

Have you made any conclusions about employees or customers? (Then ask "is it true?")



The 4 Minute Mile

Roger Bannister broke the 4 minute mile on May 6th, 1954.
How did he do it?

Listen up for:

“I am”; “I always”; “I never”; “I can’t”

“Our business can’t...”

“They would never buy/accept job/give funding”

Now what:

- What is *your* 4 minute mile?
- Go back to your vision: where do you want to be in 5 years.....what did you think was impossible?
- Replace any impossible thoughts with possibility

“ Neurons that fire together wire together”



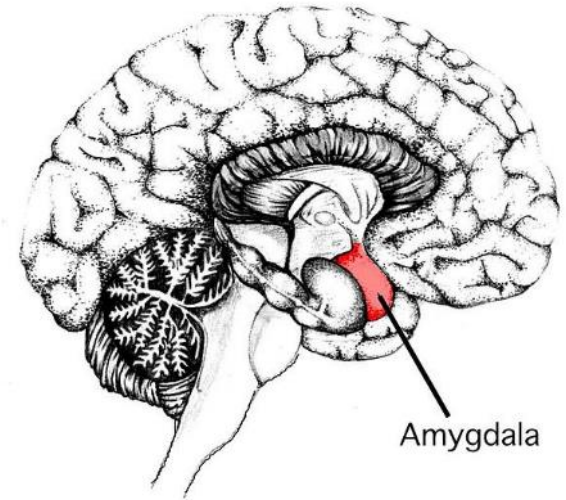
What does GOOD look like?

- Go back to your vision of success in 5 years and re-write it without any limitations. Focus on what your role is in the success
- What is your role?
- What are you doing?
- What are you wearing?
- Who is around you?

WHO ARE YOU BEING?



Are You Still Scared?



The term “amygdala hijack” was coined by psychologist Daniel Goleman in his book, *Emotional Intelligence: Why It Can Matter More Than IQ*.

Guess what?! oxytocin is the very antidote to an amygdala attack. I.E. Something that makes us feel warm and fuzzy regardless if it relates to the current event

Now what:

- Make a list of 3 things you love or are grateful for
- Keep a list of client testimonials and share them with your team



Add Some Play

**NASA study: 98% of this group tested as creative geniuses.
Guess Who?**

What do 5 year olds have in common?

Now what:

How can you bring more play to your work?

- Play
- Curiosity
- Failure as a good thing
- What is going well
- What has gone well in the past?



Mindset Exercises

- Make a list of 50 wins/successes (keep this list to look at when you feel wobbly)
- Intentionally decide how you want your business to be
- Intentionally decide your beliefs
- Not sure what you want to focus on next? Try a curiosity journal for 2 weeks
 - Better yet have your employees do it- notice any patterns?
- Have a decision or roadblock in your business? Ask “what if” about that topic 10 times everyday
- Get in Nature, or In/Near/Around Water
- Listen for you, your employee and your customers when they say ‘I never, I always, I never, I can’t’ those are indicators of a fixed mindset and limiting beliefs (also a cry for help that you don’t want to do something!)
- Have 2-3 go-to ‘non wobbly thoughts’
- Reframe: nervous and excited have same physiological effect
- Practice Gratitude-you can not be sad or fearful if you are in a place of gratitude (even searching for something to be grateful for has cognitive benefits!)
- Visualize your success



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

Henry Ford

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QUESTIONS?

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