

Do Something Different
**Mindset
For Growth**
programme

Theoretical background to the programme

Personal growth, professional growth and business growth, what are the key insights to making sure they continue to be part of our every day working environment? All are underpinned by a healthy restlessness, a growth mentality and resilience in the face of setbacks. Coupled with this is the fundamental belief that all of our abilities can be developed, that challenges can be opportunities and that real effort can trump talent any day. Through seeing our own potential for development and actioning this daily, by being curious and having an appetite for learning, growth becomes a part of who we are and what we do.

This programme helps individuals create the environment and the behaviours that enable achievement and growth to flourish. It helps everyone recognise the choices they have. To become aware that through the right beliefs, words and actions they can facilitate and nurture positive growth. By incorporating the principles behind sound psychological theories, such as growth mindset, guided mastery and self-efficacy, Mindset for Growth nurtures growth through small interventions that encourage people to behave in slightly different ways at critical moments. Or one Do at a time.

How the Do Something Different Mindset for Growth programme works

1. The pillars of growth mindset underlying the programme:

- Challenges status quo
- Comfortable with failure
- Relishes helping others succeed
- Less set in ways
- Autonomy/initiative
- Self-development
- Collaboration
- Leadership
- Risk taking
- Engaged

2. Benchmarking and profiling every individual at sign-up

A simple sign-up process on-line takes 10-15 minutes. During this time the individual undertakes behavioural profiling, answers questions relating to their existing habits and growth mindset (below) and about their general wellbeing. Engaging animations/videos introduce the person to the background behind Do Something Different, informing them about the programme, the theories and how it works.

How often do you

- challenge the status quo in an attempt to make improvements?
- not do something because you're afraid of failing/being judged?
- acknowledge other people's contributions to a successful outcome?
- try new things and experiment with new ideas?
- take a decision autonomously - without first checking with others?
- proactively look for ways to improve yourself?
- feel you have a lot in common with your team/colleagues ?
- talk to people in different departments/functions to your own?
- opt for the safest course of action or take the path of least resistance?
- really enjoy your working day?

These questions are answered online using a slider that can be moved from Never to A Lot. (see example screenshot below).

The screenshot shows a web interface for a questionnaire. At the top, there is a blue header with the 'NixonMcInnes' logo, the 'Do Something Different' logo, a UK flag, and a 'Welcome: Paul Bunkham' message with a 'Log out' button. Below the header is a navigation bar with six steps: 1. Welcome, 2. About You, 3. Behaviours, 4. Habits (highlighted), 5. Wellbeing, and 6. Your Do's. The main title is 'How often do you...?'. Below this is a instruction: 'Move each slider to indicate how often you do the following things. Please be honest, there are no wrong or right answers - just tell us how it is for you.' A green text 'Not sure how to answer?' is positioned above the sliders. The sliders are arranged vertically, each with a question and a slider bar ranging from 'Never' to 'A lot'. The questions are: 'Challenge the status quo in an attempt to make improvements?', 'Proactively look for ways to improve yourself?', 'Go out of your way to make others feel good?', 'Keep your feelings under control when faced with challenging people or situations?', 'Expect a positive outcome when faced with a new challenge?', 'Make a real effort to tune into how others are feeling?', 'Adjust your behaviour depending on who you are with?', and 'Experience surprise at how you react to certain situations?'. At the bottom, there are 'Back' and 'Next' buttons.

3. The unique programme of behavioural prompts (Do's) based on the person's answers to the diagnostic questions

After completing the diagnostic questions each person's unique programme is created by our system. For each habit question, for example, there are three alternative 'Do's' tailored to the different development needs of individuals. These are delivered over the course of three weeks by email, app and/or text.

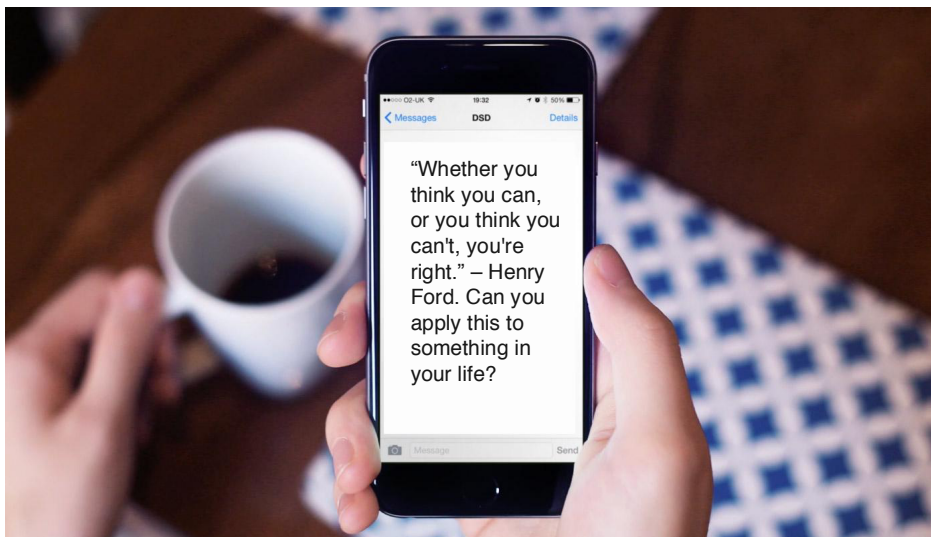
For example:

How often do you:	NEVER	SOMETIMES	A LOT
Not do something because you're afraid of failing/being judged?	Good Try Day. Today help another person get comfortable with failure. Cheer on someone who's willing to 'have a go'.	Push the Envelope Day. Take on a tough task that others have tried and failed at. Treat mistakes or failure as a chance to learn.	Fail Good Day. Today get comfortable with failure. Admit to something you've failed at in the past, share it openly.

EXPANDERS: Do's are also sent based on the individual's personality profile, targeting where they need to expand their behavioural flexibility.

4. On-going motivational messages and support

Throughout their programme, as well as Do's, the person receives regular motivational messages, as well as links to useful resources and downloads.



This is why we do what we do:



The simple steps to doing something different



Do Something Different was developed by psychologists Professor Ben (C) Fletcher and Professor Karen Pine, whose research shows that most people's everyday behaviours are automatic, driven by habit and context, not by rational decisions. In attempting to understand and resolve the barriers that prevent people changing Do Something Different takes account of the limitations of the human mind revealed by behavioural science. This involves understanding how to influence people's automatic choices and break habits to produce beneficial outcomes, both for the individual and for society generally.

dsd.me
info@dsd.me
[@onedoatatime](https://www.instagram.com/onedoatatime)

© Do Something Different 2016