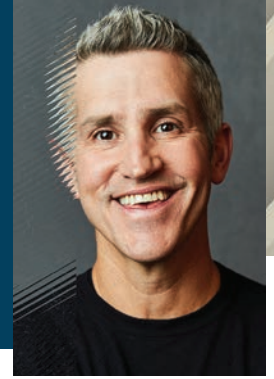


The Two Steps to a Winning Mindset

Jon Acuff

+ Leadership Expert; *New York Times* Best-Selling Author



A Goal Nerd

- A goal is the fastest path between where you are today and where you want to be tomorrow.
- Starting is fun, but the future belongs to finishers.

Overthinking (3:22)

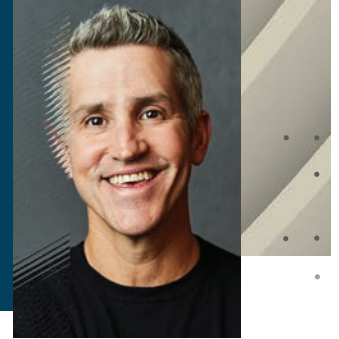
- Overthinking is the most expensive thing that companies invest in every year without knowing.
- Overthinking steals time, creativity, and productivity.
- Overthinking is when what you think gets in the way of what you want.
- Almost everyone struggles with overthinking.
- It's impossible to just stop thinking.
- Neuroplasticity says you can change the physical structure of your brain by changing your thoughts.
- Neuroplasticity means if you can worry, you can wonder.

Soundtracks (9:00)

- A soundtrack is a repetitive thought.
- A soundtrack has the power to change the entire moment, and often we don't even notice it's playing.
- You have a soundtrack for every part of your life.
- The longer you listen to repetitive thoughts, the more they become part of your personal playlist.
- Culture is a collection of soundtracks playing consistently at a company.

The Two Steps to **a Winning Mindset**

Jon Acuff



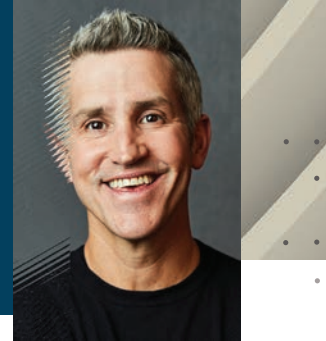
- Great thoughts lead to great actions. Great actions lead to great results.
- Great leaders do three things:
 - Retire broken soundtracks.
 - Replace them with new soundtracks.
 - Repeat until automatic.

Retire Broken Soundtracks (12:16)

- Broken soundtracks sound like:
 - “That’s not how we do things here.”
 - “There’s never been a day that turned out the way it was scheduled, so why do we talk about the schedule?”
 - “We never reach our goals, so why do we set them?”
- One of the biggest things you need to get out of your culture is a soundtrack of apathy.
- To identify a broken soundtrack in your life, write down a goal and then listen to your first thoughts.
- Every reaction is an education.
- Ask the loudest soundtracks three questions:
 - Is it true?
 - » One of the greatest mistakes is assuming all your thoughts are true.
 - Is it helpful?
 - » Does it push us forward or pull us back?

The Two Steps to **a Winning Mindset**

Jon Acuff



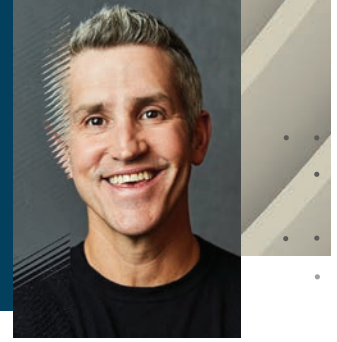
- Is it kind?
 - » High-performing teams have psychological safety — a shared belief held by members of a team that the team is safe for interpersonal risk-taking.
 - » On great teams you can ask questions, suggest new ideas, and admit you are wrong without being treated unkindly by the team.
 - » If you can't ask questions, learning is over.
 - » If you can't suggest new ideas, innovation is over.
 - » If you can't admit you are wrong, you're doomed to repeat the same mistakes again and again. You only get to fix mistakes you own.
 - » Leaders who can't be questioned end up doing questionable things.

Replacing Broken Soundtracks (21:18)

- We tend to think that thoughts are outside of our control.
- Thoughts come by choice or chance.
- Great leaders pick thoughts that are actionable.
- Ask yourself: Where do I want to win this week?
- You have a soundtrack for every person in your life.
- Empathy is understanding what someone needs and acting on it.
 - Care about what the people you care about, care about.
 - Crisis magnifies kindness.
 - Read less minds. Ask more questions.
 - It's much better to meet a need than invent a need.
 - If you don't listen to what people need, you'll get out of touch.
 - When you ask someone what they need, they become visible and valuable. (Do you see me? Do I matter?)

The Two Steps to **a Winning Mindset**

Jon Acuff



Soundtracks Everywhere (30:36)

- Once you discover the power of soundtracks, you're going to hear them everywhere.
- Individuals have soundtracks. Couples have soundtracks. Families have soundtracks.
- Teenagers have soundtracks.

I'm a Leader (32:42)

- The best leaders turn overthinking from a super problem into a superpower.