



SCAFFSTRONG

**THINK LIKE
A WINNER**
TRANSFORM YOUR MINDSET

CONTENTS PAGE

03	Introduction
04	Developing A Bulletproof Mindset
05	Two Types Of Mindsets
07	What Is My Mindset?
08	How To Unfix A Fixed Mindset
11	Deconstructing Things
14	Conclusion

Introduction

A mindset is a way of thinking. In a word, a mental inclination or disposition, or a frame of mind.

Your mindset is your collection of thoughts and beliefs that shape your thought habits. And your thought habits affect how you think, what you feel and what you do. Your mindset impacts how you make sense of the world and how you make sense of you.

So your mindset is sort of a big deal!

Whether you care to admit it or not, the way you think affects the way you act.

The way you act affects nearly everything happening in your life. Would you say that's a fair assumption to make?

So if you're not currently surrounded by people who elevate your thoughts, challenge your thinking and push you to do more. People who back you and support you. How can you hope to perform at the highest level?

I implore you to research any high achiever and I can guarantee you that they consciously associate with people on the same mission as them. It is as much about changing your mindset and your circle as it is taking direction from someone.

One of the biggest barriers to overcome when trying to make positive life changes is a poor mindset.

How many times have you started something but failed to achieve that outcome because you didn't have a strong enough mindset?

It is easy to be enthusiastic or have a strong mindset when things are going well, but holding steady and staying positive in times of competition, crisis and adversity is a trained mindset.

And here's the thing, the good news is that it is not one reserved solely for the elite. We are all completely capable of conditioning the mind.

Cultivating mental resilience and having a positively anchored attitude gives us an incredible advantage in life.

Now you are wondering how do I build that mental resilience and have a positively attitude right?

Developing A Bulletproof Mindset

Acknowledge your challenges.

Acknowledgment is the first step to overcoming any challenge. To bounce back from the unexpected, we have to keep moving forward.

Remind yourself to: acknowledge, accept, adapt and act.

Take accountability when things go wrong and accept that there are potentially better ways to achieve your goals.

Remove ego and pride from the equation and ask for help when you need it.

Accept constructive criticism and brainstorm solutions.

Keep perspective when acknowledging your challenges and remind yourself: "This is tough, but not tougher than I am".



The Two Types Of Mindsets:

Growth mindset vs. Fixed mindset.

“In a fixed mindset, people believe their basic qualities, like their intelligence or talent, are simply fixed traits. They spend their time documenting their intelligence or talent instead of developing them.

They also believe that talent alone creates success—without effort. They’re wrong.”

“In a growth mindset, people believe that their most basic abilities can be developed through dedication and hard work—brains and talent are just the starting point. This view creates a love of learning and a resilience that is essential for great accomplishment. Virtually all great people have had these qualities.”



Why Is A Growth Mindset Such A Big Deal?

Because it helps you unleash your full potential. And crucially, seek to improve by learning from whatever transpires.

Research links the growth mindset with many benefits, including:

- Greater comfort with taking personal risks and striving for more stretching goals.
- Higher motivation.
- Enhanced brain development across wider ranges of tasks.
- Lower stress, anxiety and depression.
- Better work relationships.
- Higher performance levels.

The Impact Of Your Mindset

Your mindset plays a critical role in how you cope with life's challenges.

When a child has a growth mindset, they tend to have a hunger for learning and a desire to work hard and discover new things. This often translates into academic achievement.

As adults, these same people are more likely to persevere in the face of setbacks. Instead of throwing in the towel, adults with a growth mindset view it as an opportunity to learn and grow.

On the other hand, those with fixed mindsets are more likely to give up in the face of challenging circumstances.

What Is My Mindset?

Do you have a fixed or growth mindset?

To find out, start by reading the following statements and decide which ones you agree with most:

1. You are born with a certain amount of intelligence and it isn't something that can be changed.
2. No matter who you are, there isn't much you can do to improve your basic abilities and personality.
3. People are capable of changing who they are.
4. You can learn new things and improve your intelligence.
5. People either have particular talents, or they don't. You can't just acquire talent for things like music, writing, art, or athletics.
6. Studying, working hard and practicing new skills are all ways to develop new talents and abilities.

If you tend to agree most with statements 1, 2 and 5, then you probably have a more fixed mindset.

If you agree most with statements 3, 4 and 6, however, then you probably tend to have a growth mindset.

Adopting a growth mindset is not just essential in your life, it's critical.

Those people with a growth mindset understand that knowledge can be acquired and intelligence can be developed.

With a growth mindset, people focus on improvement instead of worrying about how smart they are.

They work hard to learn more and get smarter.

A growth mindset thrives on challenge and sees failure not as evidence of unintelligent but as a heartening springboard for growth and for stretching our existing abilities.

How To Unfix A Fixed Mindset

While people with a fixed mindset might not agree, people are capable of changing their mindsets. Here's how.

Focus on the journey. An important factor when building a growth mindset is seeing the value in your journey. When

You are fixated on the end result, you miss out on all the things you could be learning along the way.

Incorporate "yet." If you are struggling with a task, remind yourself that you just haven't mastered it "yet." Integrating this word into your vocabulary signals that despite any struggles, you can overcome anything.

Pay attention to your words and thoughts. Replace negative thoughts with more positive ones to build a growth mindset.

Take on challenges. Making mistakes is one of the best ways to learn. So, instead of shying away from challenges, embrace them.

A strong mindset is a trait shared by the world's best performers. Whether they are entrepreneurs, leaders, musicians or athletes.

Yet a strong mindset is more than simply refusing to quit.

True strength of mind comes from a combination of awareness, focus and resiliency.

A strong mindset is what allows you to stay focused on your intentions, instead of negative thoughts.

It is what helps you understand that struggle is impermanent and won't derail your success.

It keeps you from making self destructive decisions.

So how do you cultivate a mindset that rivals the strongest performers on earth? You learn and adopt the same habits they use every day.

My Top Ten Habits To Develop A Powerful Mindset:

- They use the power of intention.
- They make time to think.
- They learn to deal with negative thoughts.
- They don't listen to the haters.
- They meditate.
- They work with coaches.
- They are constantly learning.
- They have clear goals.
- They exercise.
- They laugh.

Find Your Purpose

Your purpose keeps you focused and lends passion and clarity to life direction in particularly in times of crisis. Making decisions that serve your purpose becomes easier.

Counterproductive choices that limit your growth fall away. Putting ideas and intention into practice allows you to live with purpose.

Until you are committed to something or have purpose, there is hesitancy, the chance to draw back, always ineffectiveness.

Write Down Why You Started And Never Forget It!

There is often a deeper reason behind why you go to the gym than we would all like to admit.

We tell our friends that it's because we want to lose a few pounds, get in shape for the summer, or to increase our bench press by "x" amount.

But there is always a deeper reason, a deeper purpose to our why.

It might be so that you can play with your kids without losing your breath.

It might be that the fire between you and your partner has fizzled out and you know it's because you let yourself go.

It might be that you need to prove to yourself that you can accomplish what you have set out to do, whether it's to lose 20 pounds, run a 10k, or squat 300kg.

Whatever your bigger, more meaningful reason is write it down. Keep it somewhere that you can see it every time you are going through your workout. Or times get tough.

It doesn't have to be a paragraph or long drawn out speech to yourself. Just make a quick note somewhere visible like:

- My partner
- My children
- My career
- My health

Every time you feel like taking it easy or leaving halfway through your workout, that reminder will keep you focused on why you really started in the first place.

Deconstructing Things

Mindset and mental toughness begins with not being intimidated by the challenge ahead of you.

It's easy to get lost or become overwhelmed by the big picture.

Break it down into manageable targets. Approach it one step at a time and concentrate on the next minute, hour or day or whatever time line fits your situation.

While it's important to stand back and measure your progress to see how you are tracking, don't stare so long that you become disheartened.

Focusing on what you can do right here and now, at this moment, is what will help you to progress to the next target.

The rest will take care of itself.

Ask Yourself This:

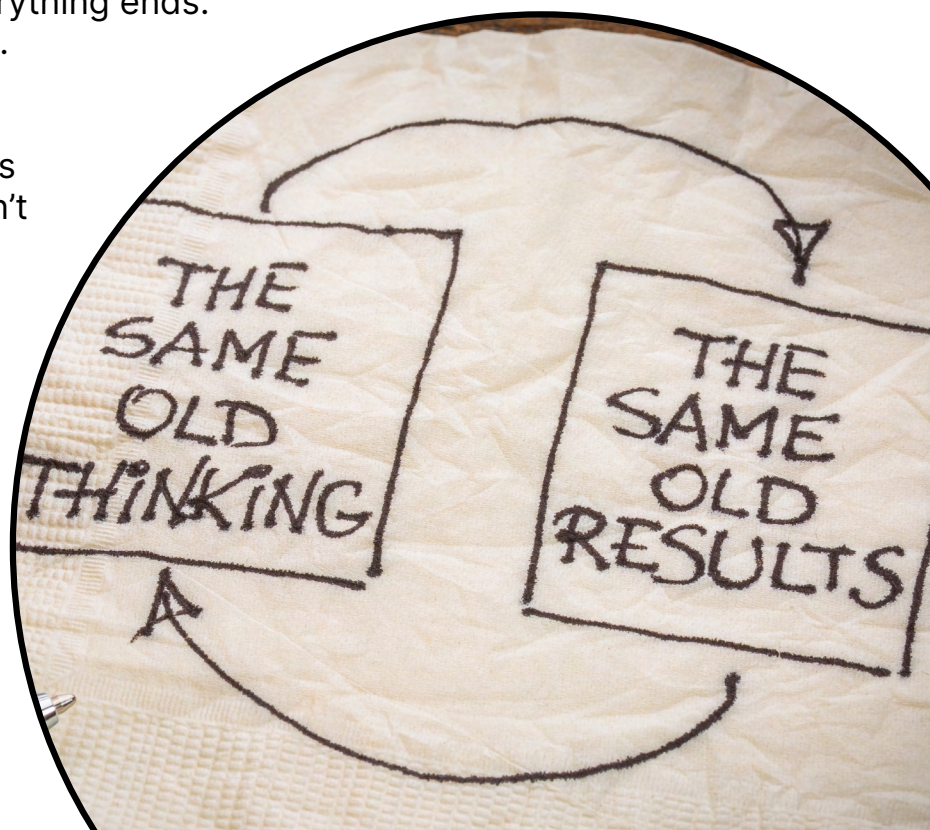
- What is this teaching me?
- Who am I going to be when I emerge from this?

Be patient and wait it out. Everything ends.
Good or bad, it's all temporary.

Whilst what you did yesterday may have brought you success today, staying the same doesn't guarantee success tomorrow.

Be flexible, adaptable and open to learning.

Re frame negative events to extract the most from every opportunity and experience.



Micro Goals

Our micro goals ensure that we are in a position to realise our greater ambitions.

They act as stepping stones between where we are right now and where we want to be.

They are targeted, measurable and short term.

These goals can be broken down into a 24 hour cycle or a minute by minute play of a scenario.

Use whatever works for you to achieve your goal.

Get in a rhythm, build momentum, tick them off.

Success feeds success. Think smaller.

Stop waiting to celebrate until you hit your dream goal, start celebrating the micro goals that play a significant part in moving you closer to your main goal.

Find Your Tribe

It's a misconception that resilience and mental toughness is solely the strength of the individual.

Even the most resilient people reach out and ask for help because they understand the benefit of sharing the load.

Surrounding yourself with people who share similar vision and values to you and establishing solid support networks is a fundamental aspect of your overall health and happiness.

The tribe won't do the work for you. But they will encourage and uplift you to remind you that you can.

If you are in a team that supports you, shares the same goals, aspirations and dedication to reach the team's version of success, you will inevitably rise with them.

Recharge And Recover

Balance is important.

You cannot be “on” 24/7 and continue to churn out your best self.

You will fatigue and it's only natural.

Mistakes are inevitable, particularly if you are pushing the boundaries.

Use mistakes as constructive ‘data’ to feed off as you move forward and not as an indication of self worth.

When you are “off”, be off and take care of yourself.

Be aware of decision fatigue and swapping one form of mental stimulation:
responding to emails, scrolling through
Social media etc...

Positive Self-Talk

Long story short: it works.

Be your biggest supporter and hype yourself up.

Keep in mind that positive self-talk can look a little different to everyone.

It can be affirmations of particular qualities, cue words to manage specific scenarios or performance related
Reminders.

Our thoughts become beliefs, which become actions, which become habits.

However you chose to approach positive self-talk, come at it from a place of compassion and support. You are confident, in control and utterly unstoppable.

Don't you forget it!

Visualisation

The mind can have a difficult time distinguishing between reality and imagination.

In vivid detail, visualising scenarios stimulate the same neural networks and respective physiological triggers that occur when experiencing something in reality, changes in blood pressure, heart rate, breathing, etc...

Using visualisation to prepare for high pressure situations can be highly effective.

Time spent conditioning and preparing the mind allows us to develop coping strategies and better responses to anxieties when experiencing the moment in real time.

Believing you have already achieved something has a significant impact on the mind.

Visualise your success in explicit detail, engage all of the senses to make it as accurate as possible.

Make it automatic to know precisely what to do to achieve your desired outcome.

Keep it positive and envision yourself in a state of effortless success.





Conclusion

What beliefs do you have?

When you give them evidence, they become true.

So write down what you want to believe and then pull together the evidence you need to support that.

The only truth is your truth.

You may have people around you tell you that you are crazy to have your dream goal. And those people might even be a spouse, a partner, a family member, or a best friend. Ignore them all.

The only truth is what you know to be true. If you know you can achieve your dream goal, you will.

End of story.

Condition your dream and feel it as if you already have.

Ask yourself:

What else do I need to do to achieve this dream?

If you don't condition your beliefs every day, you won't win.

Just like with exercise, you have to have a progressive plan to get stronger, or drop body fat.

Work that brain muscle and condition your dream every single day.

Double down, especially if it's not working yet.

When it gets tough, most people quit.

If you do this, you will achieve your dream goal much faster than you could have imagined.

All while the naysayers sit by and watch you do what they thought was impossible.

The mind is very powerful and it can either work for you or against you. Use it wisely and work on it.

Your physical strength won't reach new heights until you build a mindset that is equally as strong.

Whilst discomfort might be the life blood of toughness it's a positive attitude and resilience that underpins success.

To keep moving forward, we need to continually surrender who we are to become who the next moment calls us to be.

Master your mind and become unstoppable!

Your success and your freedom rely on it.

Tuning into your mind to have a strong mindset is a sure-fire way to breathe life back into your life goals and set yourself up for long term success.



CONTACT

Kieran Doyle

@scaff_strong