

MINDSETS QUICK REFERENCE CARD

S T A G E N

	Achiever Mindset	Traditional Mindset	Pluralistic Mindset	Power-Centric Mindset
Core Values	Achievement, ambition, success, status, opportunity, winning	Tradition, order, stability, security, self-sacrifice, "truth"	Personal growth and development, connection, diversity, "making a difference"	Personal power, rebellion, risk-taking, dominance, control, respect
Basic Worldview	The world is a fairly level playing field of nearly unlimited possibilities where winners take all	The world is an ordered existence under the control of a higher authority and ultimate "truth"	The world is a diverse web of interrelationships where humans and other life depend on each other for survival and well-being	The world is a jungle where the strongest and most cunning survive, gain power, and satisfy their desires
Primary Concerns	Being "at the top of their game," achieving strategic goals, personal autonomy	Living "the one true way," security, stability, fitting in, fulfilling duties, doing the "right" thing	"Making a difference," self-expression, creativity, cultivating relationships, fostering fairness	Being "top dog," freedom to do whatever "I want," gratifying desires
Goals and Desires	"Getting ahead," living "the good life," advancing, receiving recognition, winning	Faithfully follow rules and dictates of respected authorities, sacrifice for future reward	Being self-aware, having peace of mind, building a diverse community, promoting human rights	Gaining control, being strong, breaking free from limits
How to Communicate	Use the language of achievement and success, relate to increased competitive edge, emphasize person's status as member of elite group	Use the language of practicality and moral certitude, always be polite, acknowledge willingness to make personal sacrifices, emphasize future security, frame in terms of what is "right and good"	Use the language of sensitivity and diversity; use storytelling and dialogue; speak to desire to make "big picture" choices; emphasize self-growth, human welfare, or environmental sustainability; allow time to process feelings	Use the language of "extreme thrills," hyper-independence and dominance; relate buying decision to self-interest and enhanced control, personal power, or "glory"; avoid abstract reasoning
How to Influence	Frame in relation to elite achievement, appeal to status	Refer to authority and tradition, be tactful and polite, focus on action	Acknowledge their perspectives and feelings, tie to "greater good," use story-telling and dialogue	Use alpha-dog power plays, connect to self-interest (personal gain)
How to Motivate	Financial incentives, perks, competition, recognition, status	Invoke authority, "the truth," and doing "the right thing"; emphasize belonging to a worthy "cause"; fear and guilt also work well	Point to opportunities to learn, grow, and connect in meaningful ways and to "make a difference"	Offer immediate payoffs, challenges and dares; tie back to getting respect clout and power
Constructive Feedback	Frame in terms of personal success and financial impact	Always give constructive feedback private, frame feedback in relation to the rules; reference duty	Frame as your personal experience, allow time for them to share their feelings, focus on opportunity to enhance the "we"	Show respect while also being in authority (if you are the boss); keep it short, immediate and limited to task at hand; focus on behavior (not attitudes)
Positive Feedback (Ongoing Regard)	Acknowledge results of individual's strategies (approaches), relate performance to incentives and even greater success	Acknowledge group efforts, point to specific behaviors, frame in relation to following rules and doing it "right"	Acknowledge individual and support teams, look for multiple "bottom lines," emphasize personal growth and development	Acknowledge personal power, use language of respect, emphasize heroics