



WHITEPAPER

Growth mindset

Change the way your employees think about your company's training in 7 simple steps





growth mindset

A term coined by Dr. Carol Deck that refers to people who believe that any kind of ability, such as intelligence, character or creativity, can be developed through constant learning and effort.

INTRODUCTION

When it comes to achieving a goal, there are always external factors that we cannot control. However, there are other factors that are completely up to us, such as how our mind works. The **way we think about ourselves and our surroundings can determine our success or failure in any task.** For this reason, it is essential to have a strong and positive mindset that allows you to achieve your goals, despite the difficulties that may arise along the way.

A **growth mindset** assumes that there is always room to grow and continue to learn and improve. This mentality encourages people to overcome challenges as well as to take risks. This gives rise to creativity and innovation, which in turn leads to the constant search for new ideas and solutions.

But what about corporate training? **How your employees feel about training,** or rather, the need

for it, is more relevant than you think. Moreover, it is clear that the world is constantly changing, and the only way to stay ahead is to become a “lifelong” learner. For organizations to thrive in this constantly evolving landscape, it is also important to foster a growth mindset at the corporate level. As a result, professionals will think of learning as an improvement, both personally and professionally.



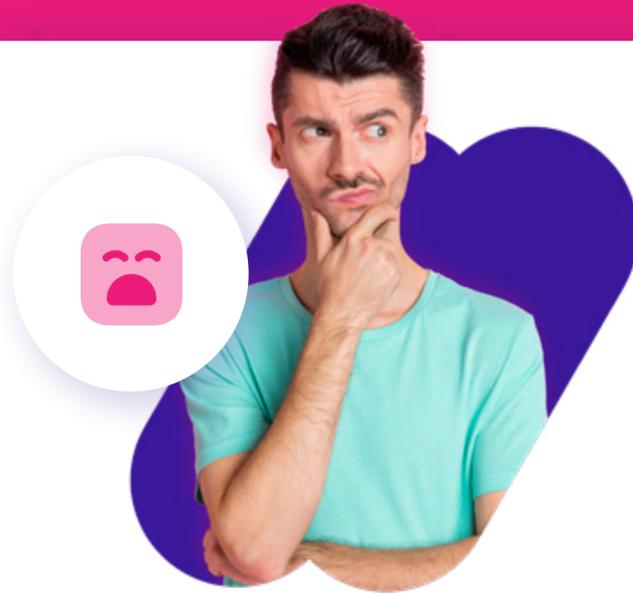
Growth mindset: the importance
of lifelong learning

01

Growth mindset is a term coined by the American psychologist and researcher **Carol Dwek**. For her, someone with a **growth mindset** believes that their abilities, even the most basic or those mistakenly considered innate, can be developed through dedication and hard work. Someone with this point of view attaches great importance to **learning**, making it the key to progress and achievement in any facet of life.

In the course of her research, Dwek also discovered that there was another type of mindset: **fixed mindset**.

Growth mindset vs. Fixed mindset



Fixed Mindset: These mindsets assume that certain aspects such as intelligence, character or creativity cannot be modified, and they assume that we are born with these characteristics already instilled in us. These types of people think that their efforts are futile and generally do not develop their full potential.

VS



Growth Mindset: This kind of person believes that any skill can be developed through practice and effort. Therefore, they tend to enjoy challenges, seeing effort as the path to success and failure as a learning opportunity.

Beyond *Upskilling*... Learn how
to train your professionals

02



Establishing a growth mindset in your company will increase your team's productivity, increase their motivation and generate greater confidence in the organization itself, establishing a sense of belonging and ownership.

One thing is clear: for a company, **corporate training goes beyond the upskilling of its professionals**. In fact, it increases the team's productivity, increases their motivation, fosters greater trust in the organization itself, creates a feeling of belonging to the company and reduces the feeling of career stagnation. And those are just the benefits for employees. At the organizational level, **investment in training is essential to sustain a company's long-term survival**. Above all, because it will have a direct bearing on their ability to innovate and adapt to possible changes in the work environment.

However, when it comes to **implementing an online training plan**, beyond ensuring the learning experience, the quality of the training content or ensuring that it is correctly distributed to all members of the organization (which is no small feat!), there are **external factors that are exceedingly difficult to control**. For example: what is going through employees' minds when you launch a new training program, what do they think when you publish new e-learning courses, do they really want

to improve their skills and knowledge, or do they do it out of obligation? For this purpose, implementing a growth mindset can help companies **get into the habit of training**.



Benefits of implementing a **growth mindset** for your team's training

As we have seen, developing a growth mindset has several benefits for a company. We've highlighted 5 of them below:



Increased **productivity**. We'll start with the obvious: Better trained employees are simply more efficient. They will learn new skills and knowledge that will enable them to complete their tasks, with better results and in less time.



Greater **creativity and innovation**. This is undoubtedly one of the most important benefits. A company that promotes a growth mindset is a company that allows its employees to take risks. In other words, it will enable them to strive for innovative solutions and create new products, giving the company a competitive advantage over its competitors.





Improved resilience and **conflict resolution** skills. It gives professionals greater autonomy to make decisions to resolve the different challenges and setbacks they face.



Increased employee **motivation and commitment**. Above all, because human beings find motivation in being autonomous and mastering new tools and tasks.



It encourages the **acquisition of new skills**. Establishing a growth mindset in the organization will enhance the learning capacity of its employees. Keeping them up to date with new technologies, software and processes, as well as encouraging the development of soft skills such as empathy, communication, resilience... These are essential for the success of any company.



Professionals who receive continuous training will be more efficient. They will learn new skills and knowledge that will enable them to complete their work with better results and in less time.



Key challenges when it comes to establishing a growth mindset

Inevitably, Carol Dweck's work has had a major impact on the corporate world for a good reason: the idea that people can grow and learn makes any training and development manager happy. However, there are many challenges when it comes to implementing it in your organization:



Lack of time: Establishing set times for training is often seen as getting in the way of meeting deadlines and results, and many CEOs and heads of departments are unwilling to take the risk, however much the L&D manager may want to do so.



Fear of failure: Because mistakes are not always perceived as a step towards learning, but as an undesirable outcome, many managers are unwilling to take risks and try something new.



Self-limiting beliefs: Particularly with regard to employees. Lack of motivation of the teams, lack of enthusiasm for any new project, fear that they will abandon the training soon after starting it... These are just some of the most widespread beliefs. However, employees are much more willing to embrace training if we first encourage a change in mentality, based on self-development and continuous improvement as a means to grow professionally within the company.



How can L&D teams build a **growth mindset** within an organization?

03

Based on what we have seen so far, in addition to the challenges ahead, L&D teams have a vital role to play in building a growth mindset within their organization. But how can this be done effectively? First things first. It is essential to create an environment conducive to learning and to approach training as a unique opportunity for those involved. From there, you can follow these tips:



1 Offer real learning opportunities

Make sure there are plenty of opportunities available for professionals, both inside and outside the workplace. From courses and documentation on new tasks, processes or products, to additional training to round out their education, such as workshops, books and articles...





2 Empower your learners

Neuroscience has shown that people retain more information and knowledge when they have to search for their own answers, compared to when they are told what to do. Moreover, self-paced learning allows the learner to access the knowledge they need and when they need it, especially if you provide them with access from mobile devices.



3 Open new channels of informal communication

This way, not only will you encourage employees to give and receive feedback, but you will also facilitate more fluid communication and make it easier for them to talk about their mistakes, learn from them and improve going forward.





4 When in doubt: positive reinforcement, always

Turn learning into an experience where it is necessary to take risks and make mistakes in order to succeed. Therefore, celebrate both successes and mistakes with your team, because without mistakes, innovation would never be achieved.



5 B for B-Learning

To maximize options, consider the individual employee and their specific needs. Online training is flexible and adapts to each employee's learning pace. However, you can complement it with in-person training that encourages collaboration between your staff and practical application.





6 Learning starts with the bosses

Ensure that team leaders know how to take the necessary actions to help their team members develop their confidence and skills.



7 Stay up to speed with your team's progress

Use tools to assess their progress and measure your team's learning. This way, you will be able to drive change and improve what's not working. Also, don't forget to reward growth and improvement.



The ultimate tools for implementing a **learning mindset**

Now you understand more about what your training should look like to help you encourage a growth mindset among your employees. But this won't work unless you have the right tools to develop it. Here are **3 essential e-learning tools** to help you implement your training plan:





Easy
edition

Home

iseazy.com

Features

iseazy.com



Interactivity

04:20

0 pts.



Finish

Oceania



What is another name under which the Uluru in Australia is also known?

A Simpson Desert

B Ayers Rock

C Tanami Desert

D Sturt Desert

★ Wildcard



SCORM

E-learning content creation tool

In other words, **an authoring tool**. First of all, it is user-friendly and dynamic, allowing you to create your own e-learning content in a completely autonomous way. You will be able to create specific content based on your needs and those of your employees, and you won't need to rely on external services. On the other hand, when choosing your software to create e-learning courses, opt for one that allows you to design appealing, agile and interactive content that captures the user's attention.

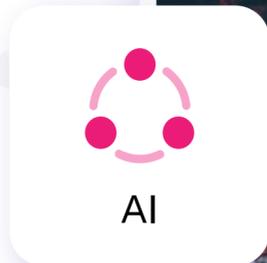
If instead, you prefer to **outsource the creation of your courses**, find a provider that allows you to do so easily, and who can offer you all the services you need to ensure high quality content.

In addition, there are also solutions on the market that provide a **catalog of knowledge and skills** in all kinds of areas: customer experience, well-being, sustainability, digital mindset...



Tools to deliver training

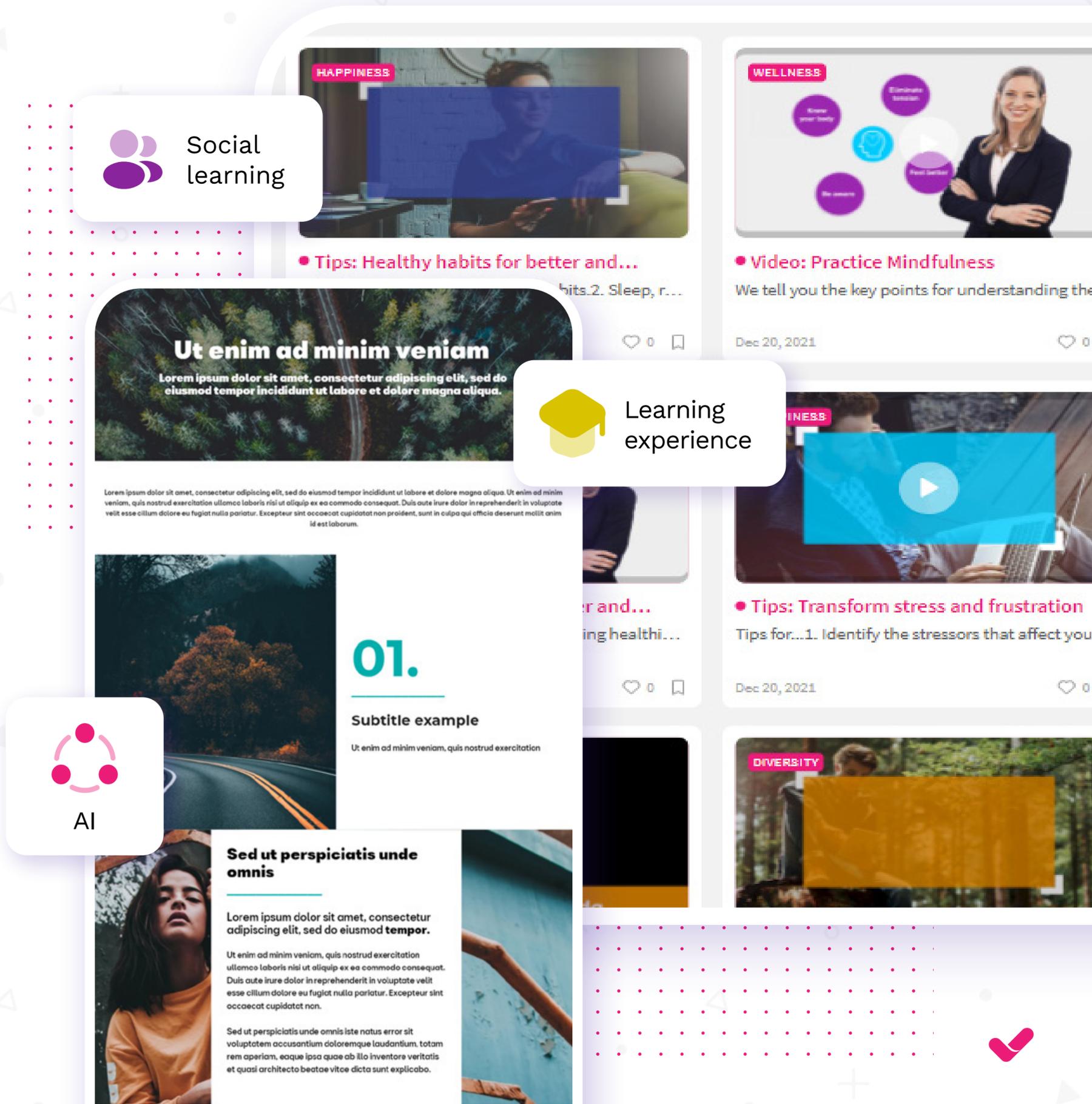
E-learning platforms are not what they used to be, they are so much more! Now, traditional LMSs have evolved to be able to offer a unique and personalized **learning experience** to each user. Through new functionalities, such as **artificial intelligence** or machine learning, LMSs provide new learning options that are much more engaging for users and ensure that each professional can quickly and easily access the training solutions they need at any given moment.

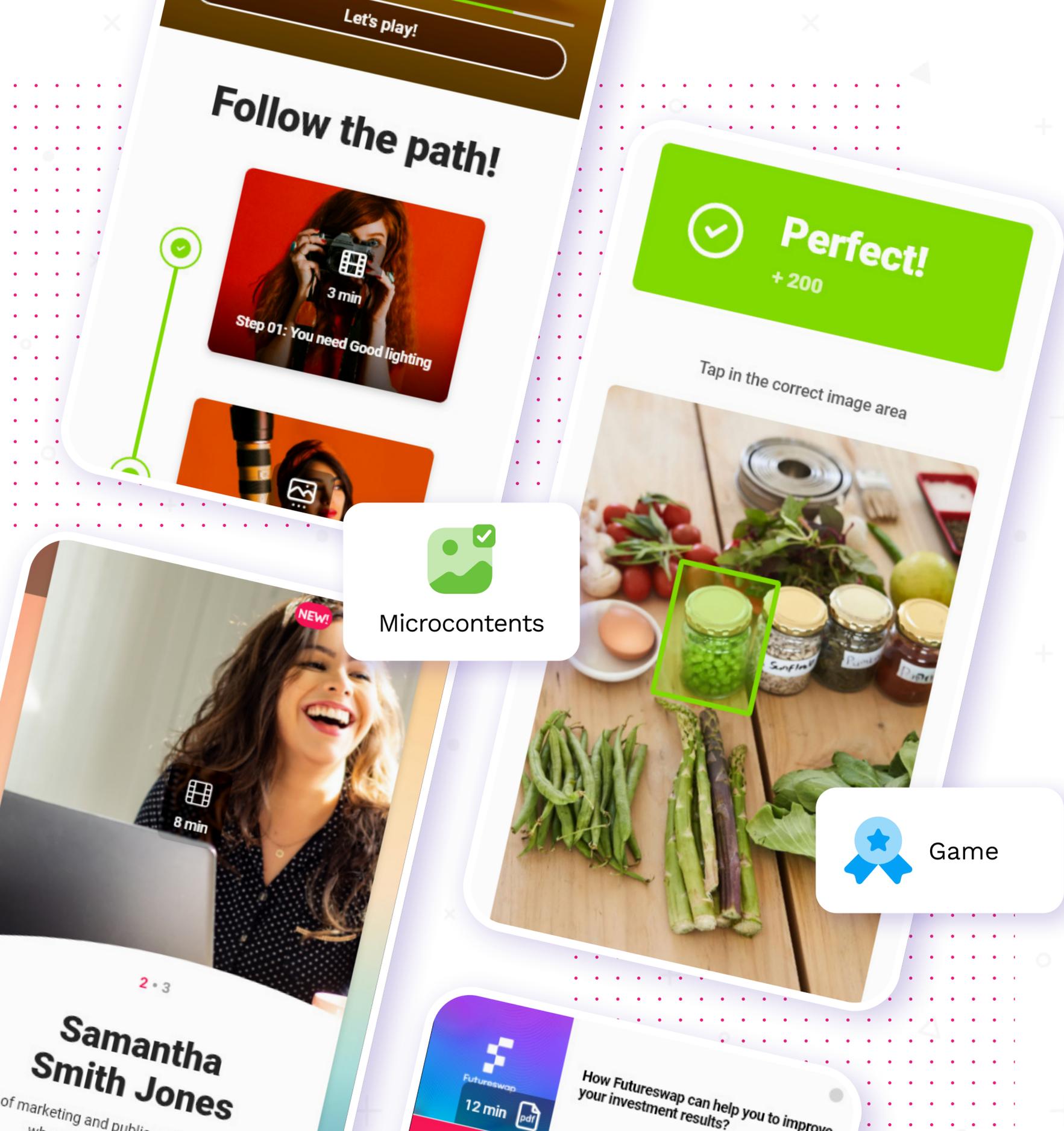


Social learning



Learning experience





Tools to boost training engagement

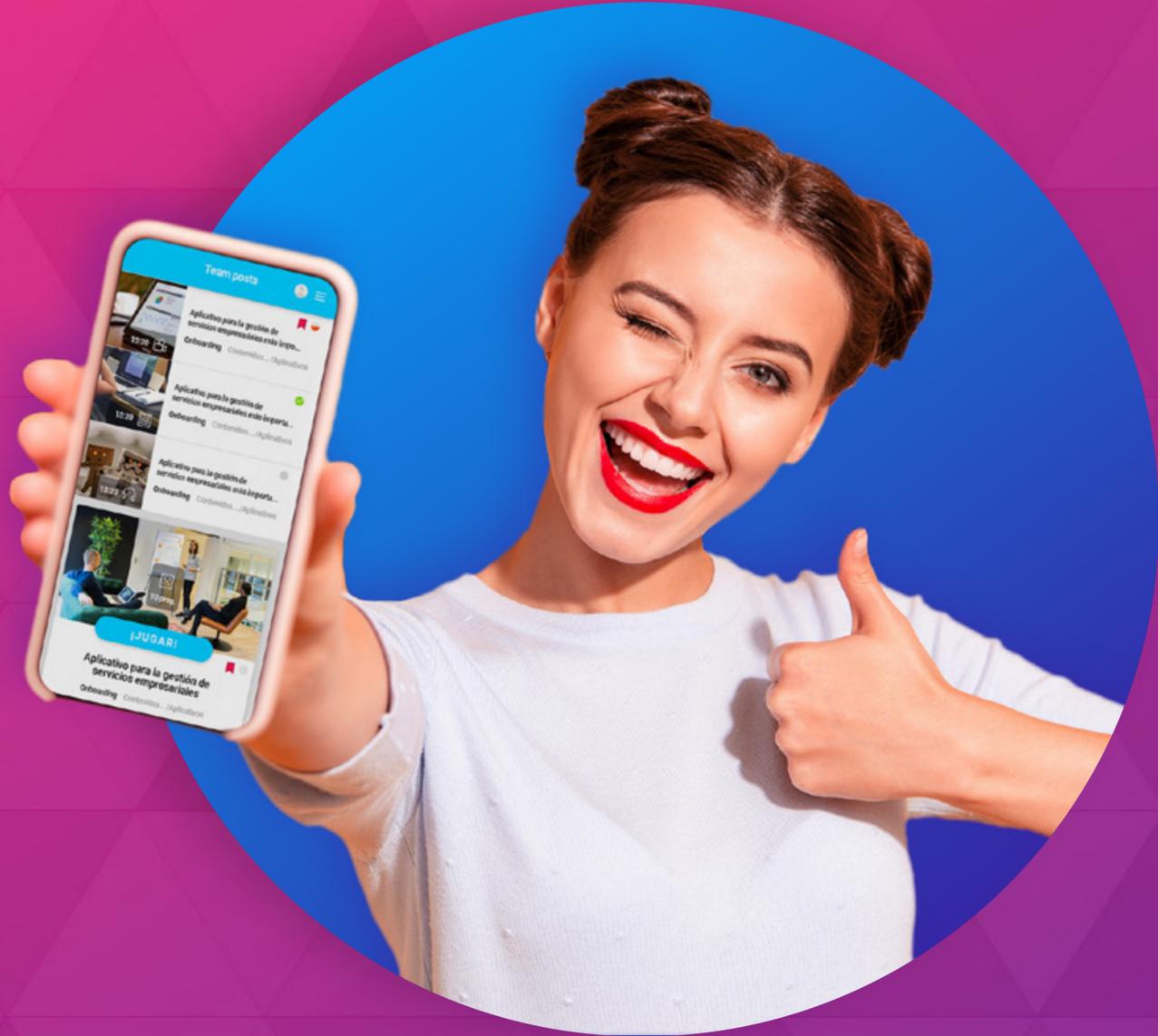
It's clear! An engaging and dynamic learning experience is necessary for any corporate training, especially if you want to implement a growth mindset in your organization. But don't just limit it to your e-learning platform. Today, the options are endless. How would you like to have training form part of your employees' day-to-day work? **Mobile learning** has benefitted employees for a long time, especially because it allows us to include **much more engaging methodologies for the learner, such as microlearning or gamification**. Thanks to today's technology, you can implement a **training app** in your company that facilitates learning and allows professionals to access all the knowledge they need, no matter where they are located.



As you can see, nowadays, it is essential to invest in new technologies that optimize processes and improve the learning experience, especially when it comes to **improving the way people learn**. But which option should we choose in a sector where there are more and more options available every day?

At **isEazy**, we have everything you need to foster the growth mindset of your organization. From an e-learning platform that offers a unique and personalized training experience, to an app that accompanies your professionals in their day-to-day work, or an e-learning content creation tool that allows you to create interactive and dynamic courses in a matter of minutes. And that's just the beginning!





Do you want to know more?

Discover the 6 e-learning tools that will help your business take off.

[Try isEazy for free](#)

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- 4 Farnam Street. *Carol Dweck: A Summary of Growth and Fixed Mindsets.*
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