

MARK HAYWARD

GET THE RIGHT MINDSET



40 ways to win the day with the right
mindset.

This is a quick view of the 40 most important mindset tricks, hints and tips.

Read these and be inspired, some of them are mine and some are from the greatest thought leaders.

If you don't have the right mindset then you won't succeed. I suggest you read this over a few times and absorb them.

1. Fixed vs Growth Mindset – A fixed mindset is based on negativity. Often people say 'you can't teach old dogs new tricks', this is an excuse to not be open to change. I think with a fixed mindset you lose out on so many opportunities. The growth mindset means you are open and available for change. This often means you want to self-educate and improve every day. Growth mindset is the only passage for an entrepreneur, be ready for opportunities and seize them.
2. Improve 1% every day and in a year you will have improved by 365% - wow! This is about improving in small iterations every day. It is based on a methodology of sports training by Dave Brailsford with UK cycling. So improve by 1% is manageable and then in a year you have learnt so much – 365%.
3. Pragmatic optimist – This is how I describe myself when asked how I think of myself. I am definitely an optimist and try to see the best in situations. Although I am not native, I understand that you need to be pragmatic not dogmatic in life. Think about how you would describe yourself.
4. Always learning – This again is important to me. I am always trying to learn in my busy day. I listen to podcasts and audio books to increase my knowledge. I have not taken a formal exam for 20 years but I still want to learn from thought leaders, master businessman and entrepreneurs.
5. If you believe you can't then you can't – Henry Ford. This is a powerful message, if there is doubt then you won't succeed. Single minded and super focused will win the day. If there is a seed of doubt then you probably won't succeed.
6. Goals – 1 day, 1 week, 1 month, 6 months, 12 months, 10 year plan. My goal setting is very important for me. I believe you need a plan for short term, medium term and long term. You should prepare every day on your tasks for the next day (short term). A 12 month goal setting is key to think what you want to achieve with a wider perspective (medium term), this will help you to see the whole picture. A 10 year plan is different, you should dream big (long term). This gives you an opportunity to push the boundaries of what you think is possible. People often over estimate what they can do in a day and under estimate what they can do in 10 years.
7. Hard times – best lessons and provides resilience. Our hardest times are our greatest learning experiences. These hard times also creates resilience because it means that you can survive and thrive in the hardest times. It might be tough now but you will be stronger with the experience.
8. You can learn anything. This is important because the availability of free content on YouTube and Podcasts means that you can learn a new skill online. The use of premium content means that with a small investment you can learn skills that can help in so many different ways.
9. Meditate vs exercise. You should do one or both of these. Meditation can bring mind-fullness and peace in your mind. Exercise helps you body but also your mind. Clarity in thought is achieved by exercising.
10. Add value. A must in business, this is where you make your money. Always add value to clients and even employees, the bedrock of your business. If you add value to your clients they will come back to you over and over again.

11. Learn from others mistakes. The common method is to learn from your mistakes but no. The best way is to consume podcasts, books, audio books, YouTube videos and listen to the gold nuggets where you learn from others mistakes and don't make them yourselves.
12. Coach or mentor is vital. This for me is so important, you need to a mentor who guides you or a coach who helps your realize your own potential. This comes from a mentor or coach. Find one today.
13. Know your why (Simon Sinek). If you understand your why then you understand your motivation for being an entrepreneur. In the hardest times this will keep you moving forward.
14. Values and Beliefs. In my coaching I talk about this, your own values need to match your businesses. This gives your greater understand of yourself and your motivation.
15. Passion and Hard Work. I think you need both, you need to be passionate about your business, but you will need to work hard. Too many people take the easy option and don't tap into their passion or work hard enough.
16. Think Big/10X (Grant Cardone). Part of your goal setting you need to think 10 years ahead. This is when you need to 10X, dream big. Most people underestimate what they can achieve in 10 years and overestimate wheat they can achieve in 1 year.
17. Money is neutral. Money isn't good or bad, it is neutral. It will bring the best or worst out of people, it isn't money's fault.
18. Employee vs Entrepreneur mindset. Employee mindset is either 9-5 or 70 hours, very few fit between this. An entrepreneurial mindset is as the owner. Your business is your business, you drop the ball it is your fault.
19. Add your assets column (Robert Kiyosaki). This is how you generate huge wealth. If you increase your assets then passive income will happen which will make you rich.
20. Interdependence in a relationship. In a marriage, you are either independent of each other or dependent. There is another way, interdependence, you both develop and support each other.
21. Open to opportunities. This is a growth mindset, opportunities come across most people but if you can see them and act upon them you will be successful.
22. Make business decisions without emotions. Not much more to say, best business decisions are rational and evenly balanced.
23. Most sales are based on your emotions. People buy with their emotions, if you trigger them you will likely be more successful. Sales are critical for entrepreneurs.
24. Solve clients problems. As an entrepreneur you serve your clients and solve their problems. Don't sell products but solve problems.
25. Plant seeds and grow trees. This is an useful view on business, you need to think long term. Trees don't grow overnight so you need to think beyond today or tomorrow.
26. Growth is outside your comfort zone. This is so true, comfort zone is the killer, push yourself outside. You will grow as an entrepreneur and as a person.
27. Net worth is based on your network. The 5 closest people will directly affect your net worth. They will influence you and if they aren't a positive impact you won't succeed.

28. Difficulties mean growth and resilience. The hardest times will impact you by creating resilience and grit, to be hard enough to win the day.
29. Trolls on social media. This is a fact of life; you need to understand trolls can help by giving you insight, even if it is delivered badly. Listen to them and respond but never react.
30. Parents goals vs your goals. We all love our parents but their understanding of life is different to yours. Listen to parents but don't let them dictate your life. Be strong, be bold and be yourself.
31. Win-win scenarios. You won't win if other lose. You should be looking for scenarios with clients or customers where you win big and so do they.
32. Extreme Ownership (Jock Willink). As a business owner you own successes or more importantly your failures too. Let your employees celebrate the successes and you own the failures.
33. SMART Objectives. S=Specific, M=Measurable, A=Achievable, R=Realistic, T=Time-based. Use this when you are setting your goals.
34. Be different, stand out (Seth Godin). In marketing it is important to be different from the crowd and stand out. Quirky sells
35. 70-20-10. A great way to separate your business, 70% of your time on highest generating task, 20% second most important, 10% is trying something different. Once you can automate your 70% then reassess.
36. Never be outworked. Especially when you are young, you need to work hard. Win the day but working harder than anyone else.
37. Be Courageous. Sometimes you need to be brave, stand up for something and it will serve you well in life.
38. Prioritize yourself. Sometimes you need to prioritize yourself, if you need rest then let yourself have some time.
39. Monetize your passion. If you are passionate about something, then try to monetize it or it is a hobby.
40. Be a leader. Whatever you do, you need to think of yourself as a leader. Be strong, empathic and lead your employees.

Now you have read this, I want you to absorb them and action them day after day. You won't go wrong with these ideas.

You need to get your mindset right before you can be successful.