

The “EGO Boost” Playbook

Choose one idea for action.

Start slowly.

Build habits.



Boosting Your EGO – 3 Key Mindsets

- A **mindset** is a set of beliefs that shape your thought habits, which affect how you think, what you feel, and what you do.
- Changing or boosting a mindset takes time and conscious effort to build new thought habits.
- Building thought habits is about repetition, like exercising a muscle. At first it will seem mechanical; but over time, it will become part of the way you think about the world.

E Entrepreneurial Mindset

▶ Seeing Opportunity

KEY THEME:

- Reframing

IDEA FOR ACTION:

- Daily Idea Journal

▶ Can-Do Problem Solving

KEY THEME:

- Resourcefulness

IDEA FOR ACTION:

- Daily Gratitude Journal

▶ Influencing Others

KEY THEMES:

- Listening, Empathy

IDEA FOR ACTION:

- Daily Others 1st Exercise

G Growth Mindset

KEY THEME:

- Learning Agility

IDEA FOR ACTION:

- Weekly “Plan/Do/Review” Learning Journal

O Ownership Spirit

KEY THEMES:

- Taking “Response-ability”
- Engaging

IDEA FOR ACTION:

- Morning Mindset Ritual

E Entrepreneurial Mindset**▶ Seeing Opportunity** **Daily Idea Journal**

Intent

- Cultivate a habit of seeing opportunity in the everyday; re-framing problems into opportunities
- Accelerate your idea flow

Approach

- Capture at least one idea per day in an idea journal.
- Prompts:
 - What problems did I encounter, or see others encounter?
 - Why did these happen? What was the root cause?
 - What’s lacking in current solutions?
 - What if I changed some of the basic aspects or assumptions of these solutions?
 - What ideas would help solve the problem? (It could be a new product, a service, or just an improvement you want to make in some aspect of your life)

Guidelines

- **No judgment.** This isn’t a journal of “great ideas” or even “good ideas.” You’re going for quantity more than quality. By getting ideas out of your head and onto paper (or into a Notes app on your phone) you free up mental capacity, and will find yourself with greater freedom to generate even more ideas.
- **Don’t limit yourself to one!** Make it a minimum per day. Once you’ve mastered one per day, set the bar higher... to 3, 5, or even 10 per day.
- **Keep the idea journal handy.** A phone or small notebook that you carry with you is important. Ideas can strike anywhere, and you need a place to capture them.

E Entrepreneurial Mindset**▶ Can-Do Problem Solving** **Daily Gratitude Journal**

Intent

- Cultivate a habit of seeing and appreciating abundance, resources, strengths, and advantages that others take for granted.
- Build a mindset that fosters resourcefulness and happiness.

Approach

- Find one good thing each day—something you’re grateful for—and write it down.
- Prompts: Think about what’s going on in your life... what big or small things do you have or experience that you feel appreciation for?
 - People/relationships (new, existing)
 - An opportunity that you have today
 - Events or things that took place
 - Places that are special to you
 - Important lessons you learned
 - Ideas, insights, or inspiration
 - Things; objects of meaningful value; nature/environment
 - Positive qualities/capabilities/attributes/feelings in you or others
 - Surprising or memorable items
 - Something that DIDN’T happen...the unfortunate what-ifs averted

Guidelines

- Start each entry, “Thankful for...” or “Grateful for...”
- **Don’t limit yourself to one!** Make it a minimum per day.
- **For bonus points,** write a note, send an email / text, or expressing in person to someone your gratitude.

E Entrepreneurial Mindset**► Influencing Others** **Daily “Others 1st” Exercise**

Intent

- Grow empathy and influence with a mental habit of getting outside yourself and “putting yourself in another’s shoes”—thinking of others’ needs, wants, concerns.
- Build your identity as a contributor... someone who’s here to help others and serve needs beyond yourself.

Approach

- Choose one simple thing (“1ST”)—one act of kindness each day where you put someone else’s needs ahead of your own—with no expectation of a return favor.
- Prompts:
 - How can I help someone avoid or solve a problem, discomfort, or issue?
 - Is there something I can do at home to help contribute in an unexpected way?
 - What does this individual care about in the moment, and how can I help contribute in some small way?
 - What act of kindness could I show today?

Guidelines

- Come up with something different each day.
- Think about what might be useful for another person... and don’t just focus on one individual; “spread the love” a little bit!
- Don’t do this expecting (or accepting) any “reward” or return favor. If one is offered, kindly suggest they “pay it forward!”
- For bonus points, do this exercise sincerely for someone you don’t particularly like.

G Growth Mindset **Weekly “Plan/Do/Review” Learning Journal**

Intent

- Foster learning agility and a growth mindset - accelerating your ability to learn from your experiences and grow into something more.
- Develop new insights that inform your path forward—provide useful raw inputs for college planning and essays.

Approach / Guidelines

- **Plan:** Write down at least 1 learning goal for yourself.
 - What’s one specific thing you want to know or be able to do that you can’t right now? Focus on things you care about or are curious about.
 - Be specific. Start small. If you have a big topic you want to learn about, that’s awesome; be sure to break it down into smaller pieces and start with something you can achieve within a month.
- **Do:** Define what you will do to achieve the learning goal.
 - Identify a tangible activity or project. Push yourself to not just passively read or study something, but to apply it in a way that stretches you.
- **Review:** Reflect on what you’ve learned in the previous week and write it down.
 - Which activities really energized you, or intrigued you – made you curious for more? Focus not only on the things you accomplished, but also the struggles, the setbacks, the failures... how can you turn those into a positive turning point? What implication does that have for next week?
 - If you don’t feel you actually learned anything in the past week, be compassionate with yourself, but hold yourself accountable and redouble your efforts in the coming week.

Suggestion

- To really turbo-charge your progress, team up with someone and touch base each week to hold each other accountable.

0 Ownership Spirit

Morning Mindset Ritual

Intent

- Create habits that help you own your path and grow an ownership mindset.

Approach

- Center yourself by focusing on your breath for two minutes. Instructions:
 - “Bring gentle and consistent attention to your breath for two minutes. That’s it. Start by becoming aware that you are breathing, and then pay attention to the process of breathing. Every time your attention wanders away, just bring it back very gently.” — Chade-Meng Tan, *Search Inside Yourself*
- Choose one simple thing you can do that day to take a step toward more ownership and less victim thinking. Consider the dimensions we discussed:
 - **Self:** How can I improve the conversation I have with myself, to focus on messages and languages that empower me, instead of reinforcing a “victim” mentality?
 - **Social:** How can I evolve my social circles to surround myself with more of the people who reflect the ownership mindset?
 - **Content:** What one change can I make today to make better choices about the content I consume?

Resources

- [The Miracle Morning](#) by Hal Elrod. Transformative in its power to create useful morning rituals that enhance focus and energy throughout the day.
- [Search Inside Yourself](#) by Chade-Meng Tan. A practical guide to mindfulness techniques that help you gain a sense of ownership and build your emotional intelligence.

