

# Growth Mindset

*Keynote*  
*Executive Summary*

HARNESSING THE  
POWER OF MOMENTUM



**Dave Buzanko**

Growth Mindset Influencer



# Dave Buzanko

Dave Buzanko is a Growth Mindset Influencer. He is widely recognized for his ability to help leaders move from Fixed to Growth Mindsets creating impact that deliberately connects Key Performance Indicators such as Business Goals, Business Success and Operational Efficiency.

What can you learn from an Ironman? How to make every business metric improve while working from the flow of health, happiness and personal growth.

Why bring Dave in as a speaker? Because he has a story everyone can relate to.

**Backstory:** As a husband, father and sales professional for over 30 years, Dave used to be just like most people, living a stress filled life no better or worse than anyone else working hard to get ahead. He focused all of his energy on his career and family leaving no time to invest in his own health. He didn't know it at the time, but his Fixed Mindset towards success was fundamentally flawed and backwards.

**A Sudden Health Crisis at 40:** Everything was going according to plan, until one day, on the way home from his son's hockey game, he had an unexpected heart scare! Fortunately, he had not suffered a heart attack, but he had come very close. The ER Doctor gave Dave 2 choices "Go on heart and cholesterol pills for the rest of his life or lose some weight and get in shape". Left on his own with only a Fixed Mindset, where do you even begin?

**Moments of Clarity and Growth:** In his 30's Dave had turned to the usual suspects, the so-called experts in the diet and fitness industry but nothing seemed to stick. Because of that, he decided to stop chasing pounds and started investing in the identity of a heart healthy person he aspired to be. Each day he cast another vote for his new identity. Because he was developing a Growth Mindset towards continuous improvement, he was developing a sustainable process for heart healthy living that helped every aspect of his personal and business life improve. After losing 50lbs and going from the ER to the Ironman 3 times in his 40's and 50's, Dave came to realize that if he wanted to get the most value out of life, he could never stop improving or learning. With over 3 decades of reflection, Dave has identified 5 Pillars of Growth that can be attributed to performance outcomes in life and in business.

# GROWTH MINDSET

HARNESSING THE POWER OF MOMENTUM

*Executive Summary*

## Why does a Growth Mindset matter?

I believe in Subject Matter Enthusiasts (not Experts) because Expert implies a fixed "know it all" mindset. What I do better than most is help leaders identify with a growth "learn it all" mindset. Why should you care? Because every metric goes up in business and in life when you are working in the flow growth, not stress.

## How does a Growth Mindset build momentum?

I believe that the identity of leadership starts at home and builds momentum throughout your workday. My vision is that one day, every parent will have the Growth Mindset to lead informed and intelligent conversations about food, exercise, financial and mental health (4 major stressors) around the kitchen table with their kids, so that in turn, their kids develop the leadership skills and Growth Mindset to do the same.

## Why is a Growth Mindset relevant today?

Having a Fixed Mindset in the Age of Disruption is like getting your shoes stuck in the mud. It's not cement; it's not permanent; it's just mud, and you don't have to be stuck there forever. But in order to get to where you want to go, you need to pick your head up and keep moving forward. That process of growth will require you challenge the status quo, get comfortable being uncomfortable, and get a little muddy. Getting "unstuck" is like getting quality time back in your life, so that you don't wake up one day to find yourself left behind.

## Leadership Starts with a Great Vision

Leadership starts with a great vision, but before you can articulate that vision, you need to understand how momentum motivates you in the first place, which requires you to start by asking the question “WHY”? Why do you do what you do and why should anyone care?

**Clarity of WHY:** I help people LEARN and LEAD so that they can enjoy their best possible quality of life.

**Discipline of HOW:** I teach people how to start with WHY, redefine HAPPINESS and strive to achieve their full POTENTIAL every day. Everything I do serves as PROOF of what I believe.

**Consistency of WHAT:** I just happen to build on daily habits that lead to HEALTHIER, HAPPIER and more PRODUCTIVE lives than most people lead. Care to learn more?

## Redefine Success and Happiness

For most of my adult life, I believed that when I was successful, I would finally be happy. Like most people, I believed that by working both harder and smarter, I could get ahead in life and reach my goals. What I didn't know then that I know now is that this mindset is fundamentally flawed and backwards for two reasons and the evidence is backed by science.

When you combine success with happiness, your mind never gets to really experience happiness, just momentary pleasure. Each time you reach a goal, hit a target or achieve a milestone, what you experience is only momentary pleasure and that feeling of pleasure fades quickly. If your goal is to run 5k, that soon becomes boring and you set a new goal to run 10k. If you hit a specific sales target, you're congratulated with a bigger sales target. When you reach a milestone, you reflect and ask yourself how you could be even better.

The point is that when you combine success with happiness, you immediately move the goalposts for success when you reach your goal and you push happiness over the cognitive horizon.

Instead, we need to define happiness as the JOY we feel while striving for our full potential every day. In this way, we bring future happiness into the present moment and science has proven that every metric goes up in both your personal and business life when you are working in the flow of happiness, not stress.

## Identify Critical Mistakes

Critical Mistake Analysis theory is based on a Pareto analysis (80/20 rule) where you identify the 20% of mistakes that people make that can have the greatest impact to their outcomes in life.

To do this analysis, you need to start with the end in mind. What is the outcome you wish to achieve and what are the choices or steps you are making every day that are taking you either one step closer or one step further away from realizing your vision?

**Investigate:** We start by investigating your daily recipe for success. What are all the mistakes you could make throughout the day that might impact your future success?

**Criticality = F\*C\*R**

**F** is the frequency of the mistake

**C** is the cost of making the mistake

**R** is the remediability of the mistake, meaning the percentage of all instances that we expect could be eliminated or remediated through personal growth.

**Analyze:** Discover the root cause of each mistake.

**Define your Response:** Which is usually obvious.

**Experience:** Build new choices that form new habits based on the identity of the type of person you wish to be.

## The Aggregate of 1%

Whether you recognize it or not, we are all creatures of habit and we all are following a recipe each day that is leading us either closer to or further away from the outcomes we want most in life.

The days, months and years add up quickly. The main idea is that the aggregate of 1% gains can either work for you or against you. Even the smallest of choices like getting up from your desk and moving once an hour if done consistently can compound to make a dramatic impact on your quality of your life down the road.

Most people know that they should be saving for retirement and yet most people don't save. Why? Is it because they are undisciplined and bad savers? Is it because their Fixed Mindsets are telling them they have nothing at the end of the month to save?

The power of a Growth Mindset is doing a Critical Mistake Analysis, recognizing where 1% gains can be made and building the momentum you need to swing the pendulum of positive action in the right direction.

## The Power of Habit

We are creatures of habit and tiny changes can yield remarkable results, so why is change so hard? The answer is rooted in immediate gratification but until you know what you're looking for, change might always seem elusive.

Have you ever considered how habits shape your identity? Consider someone who wants to lose 10lbs. They might decide to go to the gym and start exercising and after a few days, they look at the scale to see immediate results. If there are no significant changes, they lose motivation. Why? Because they're in pain.

For change to take hold, rather than focus on the immediate results, we need to start focusing on the immediate habits that form our new identity.

“The goal is not to lose 10lbs, the goal is to assume the identity of the type of person who eats right and exercises every day.” You must put in the reps, otherwise there is nothing to improve upon.

“The goal is not to increase sales by 10%, the goal is to assume the identity of the type of sales person that makes 10 cold calls every day.” Don't focus on the result, focus on the JOY you feel while striving to reach your full potential every day as a top performer and practitioner of successful daily sales habits.

“The goal is not to be a millionaire one day; the goal is to be the type of person who takes advantage of forced savings and dollar cost averaging every day.”

## Measuring Business Impact

When companies consider investing their time in outside consultants or speakers, what they are typically looking for are immediate impact in 3 specific areas:

1. New perspective to help change Fixed Mindsets
2. Practical ideas that can be implemented immediately
3. Positive measurable impact against Key Performance Indicators

The way that you measure Growth Mindsets against KPI's and bring measurable value back to the business is as follows:

1. Define specific business goals that have a tangible financial impact, such as reducing attrition rates by 10% annually.
2. Define what success looks like, such as fewer preventable annual accidents due to mental errors caused by stressed out employees.
3. Define what operational efficiency looks like, such as being 1% better at the small things that add up to higher customer satisfaction. In essence, this is Lean Six Sigma in a more simplified and practical application. Sometimes less is more.

## Recap

Your kids, your employees, whoever chooses to follow you, just know that they are watching you and like it or not, they will learn to be just like you, emulating the best and worst of your behavior, so be the parent, the person and the leader you want them to be.

“The goal is not to be the leader, the goal is to assume the identity of the type of person who leads every day”.