

PRESS RELEASE – September 2018



Meta-LUCID and Mindset Works are pleased to announce that they have further deepened their collaboration and partnership after their first agreement in 2014. Meta LUCID is now the Certified International Partner for Mindset Works.

The business world continues to embrace and better understand growth mindset theory from the research originally started by Professor Carol Dweck and captured in her global bestselling book, *Mindset: the New Psychology of Success*, which is now in its updated edition and has sold over 1 million copies.

Much has been written on how a growth mindset, the belief that people and teams can improve, can help develop individuals' and organizations' capabilities. It leads to more readily embracing new challenges and developing new skills and learning strategies. It is developing the growth mindset beliefs that fuel much of what drives business evolution and performance, such as agility, adaptability, EQ, communication, innovation and talent management. The core beliefs that underpin a growth mindset can be held by everyone.

This deepening of the relationship will continue to build on best practices and experiences from both the education and business worlds, and to help a broader spectrum of leaders and organizations drive performance improvement. The companies will continue to co-design and deliver custom programmes and initiatives to improve implementation strategies and tactics for leadership, management and individual development. Additionally, Meta-LUCID is looking at engaging in longitudinal research studies to better understand the impact of growth mindset practice in the business world.

Eduardo Briceño, CEO of Mindset Works, said "Mindset Works and Meta-LUCID have already supported growth mindset learning and practice in businesses throughout the world. We will now more tightly collaborate to provide a deeper level of support."

Mark McCarthy, co-founding director of Meta LUCID, stated that "We are very pleased and excited with this development of the partnership. It clearly signals ongoing commitment and collaboration to the benefit of the both organisation's existing and future clients.

Should you wish to understand more about taking part in our research studies (in conjunction with Prof. Nick Lee at Warwick Business School) on how growth mindset affects organisational performance please contact markmccarthy@meta-lucid.com.

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About Meta-LUCID

Formed in 2007, Meta-LUCID is a global based firm of practitioners specialising in the design and implementation of performance improvement initiatives based on leadership identification and development. We fuse adult learning principles from action learning and discovery learning to create techniques, tools and methods to help our clients overcome performance barriers and to develop their leadership capability. A source of competitive differentiation.

Acknowledging that our clients' needs are unique and contextual, our engagements are custom designed to specifically meet real and meaningful business outcomes. A guiding principle of working with our clients is that we take accountability, and in doing so reflect back adaptability, agility and a growth mindset.

About Mindset Works

Mindset Works is the global leader in growth mindset training for educators and students, leveraging the pioneering research of Carol Dweck and Lisa Blackwell. The mission at Mindset Works is to enable a world in which people seek and are fulfilled by ongoing learning and growth.

The team at Mindset Works consists of practitioners, coaches, leaders, and researchers who work together to translate academic research into programs that increase motivation and self-efficacy to develop future generations of self-driven learners.