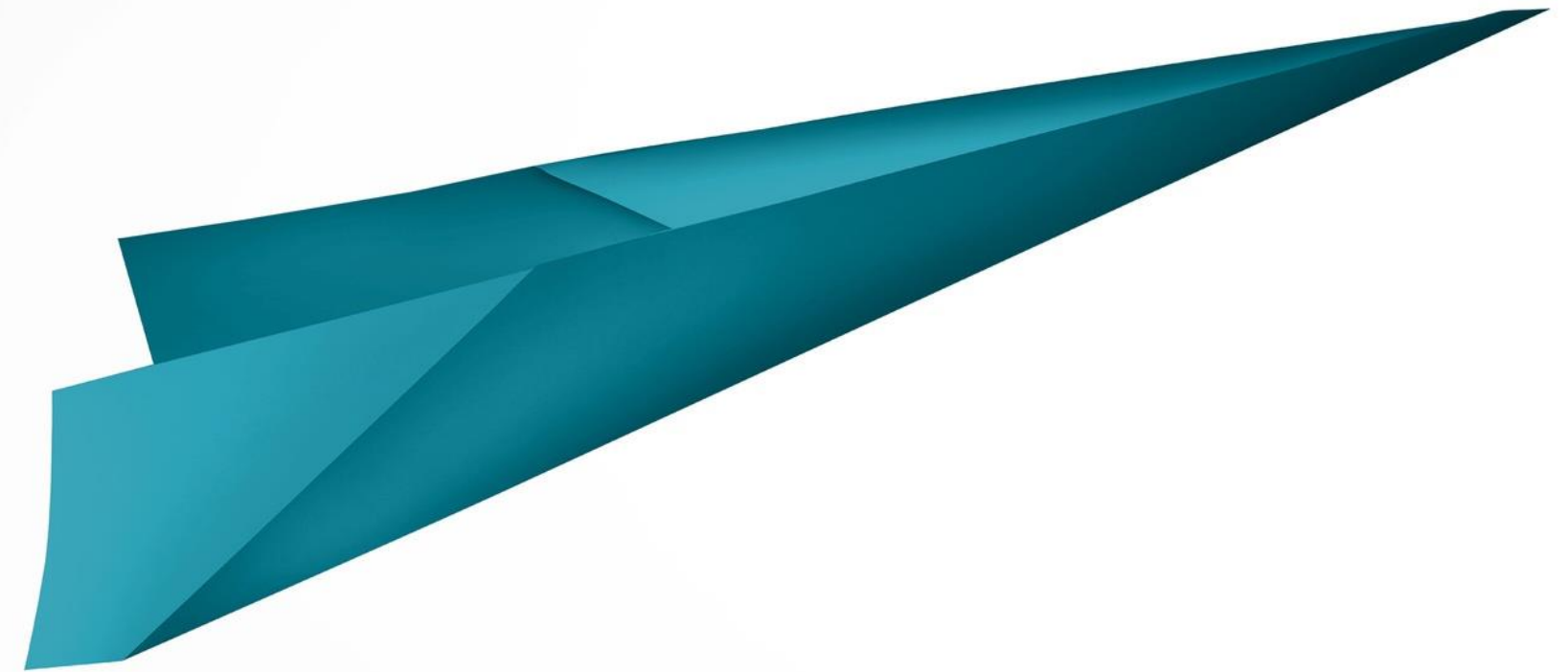
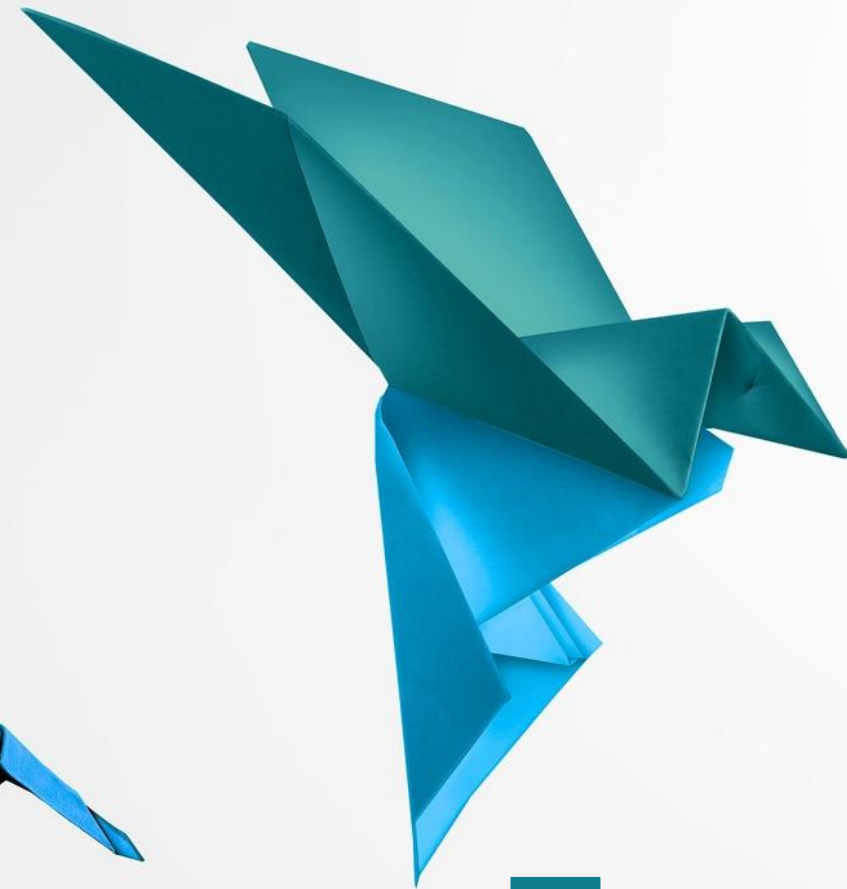
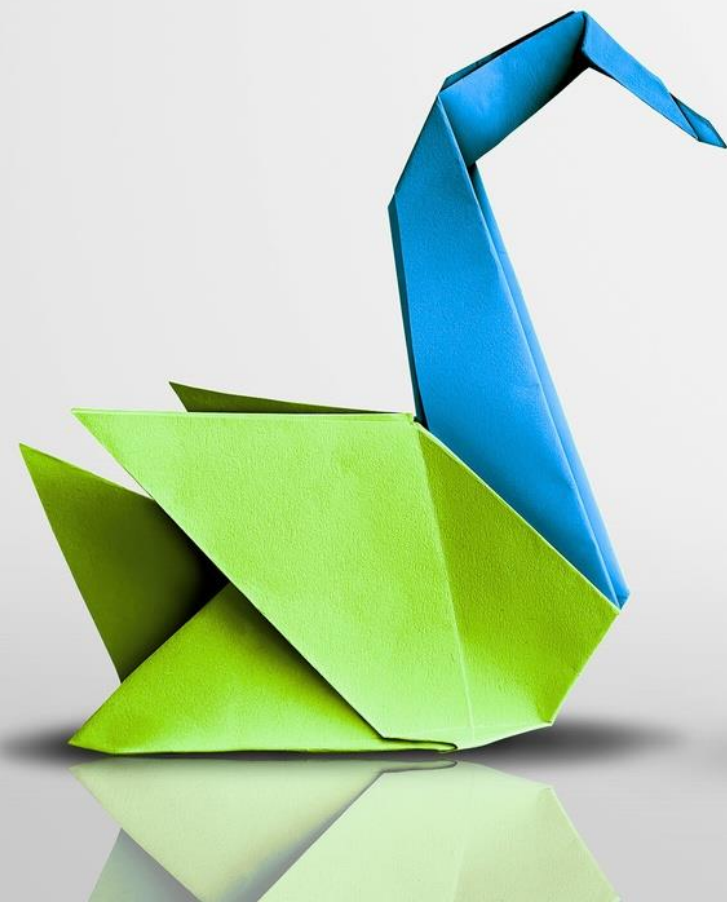


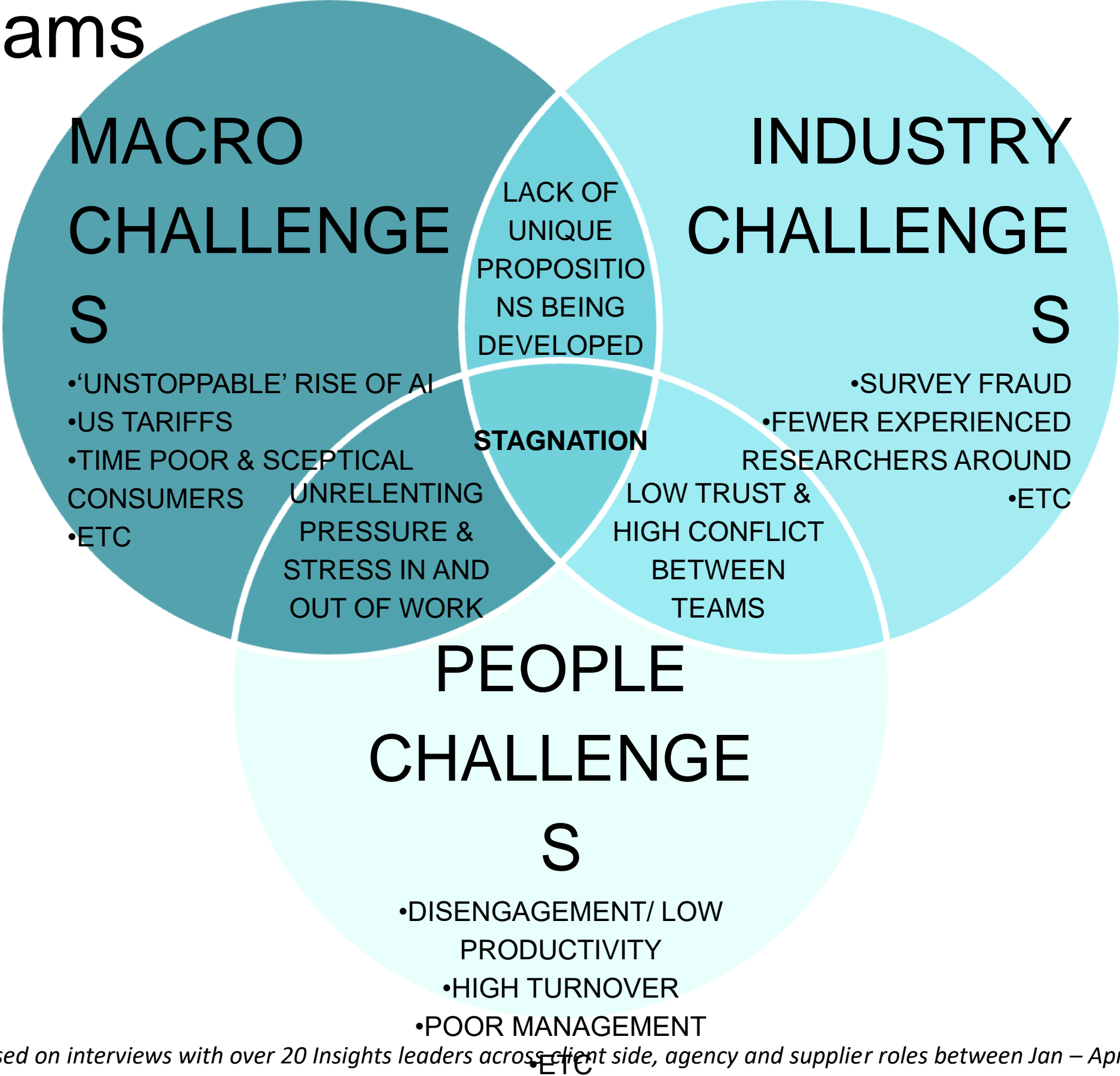
QUIRKS
LONDON MAY
2025



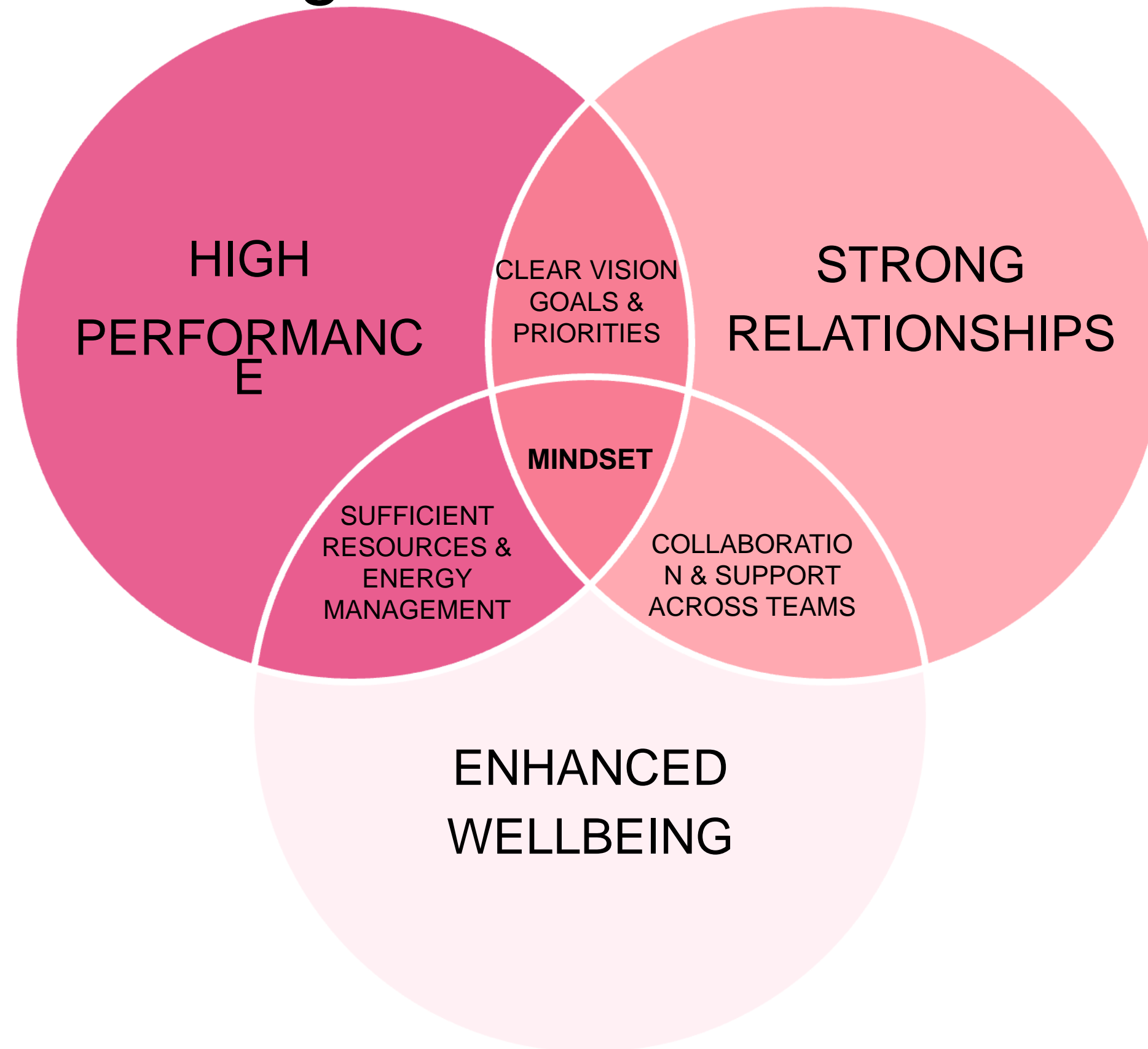
From Insights to Influence:

Why a Growth Mindset is the key to
creating successful change

Our research uncovered interlocking challenges for insights leaders & teams



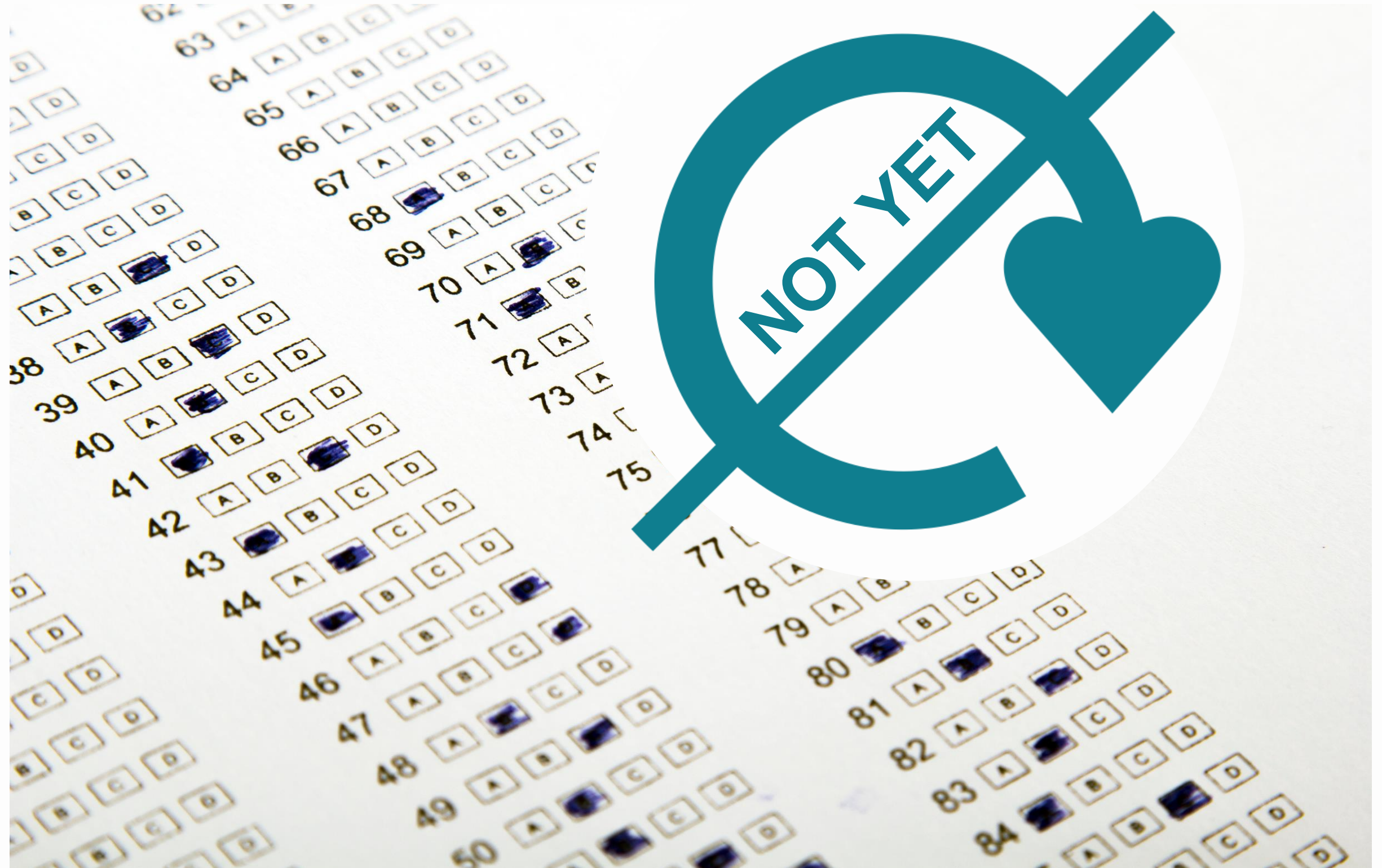
We start with building mindset as the cornerstone habit





What comes to mind when you think of “growth mindset”?

Two simple words that help unlock a growth mindset



Your inner “saboteurs” keep you in a fixed mindset



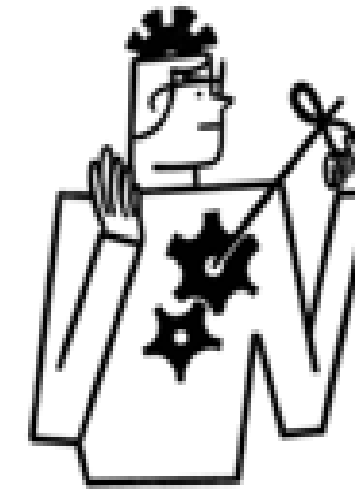
Avoider



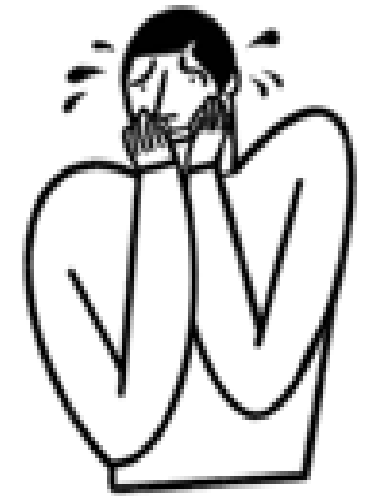
Controller



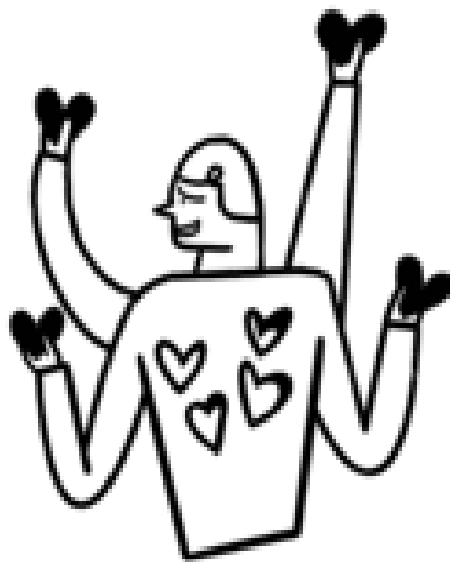
Hyper-Achiever



Hyper-Rational



Hyper-Vigilant



Pleaser



Restless



Stickler



Victim



Microsoft switched its culture to a growth mindset when CEO Satya Nadella took over in 2014.



80% of companies say Growth Mindset drives profits and success. Employees agree:



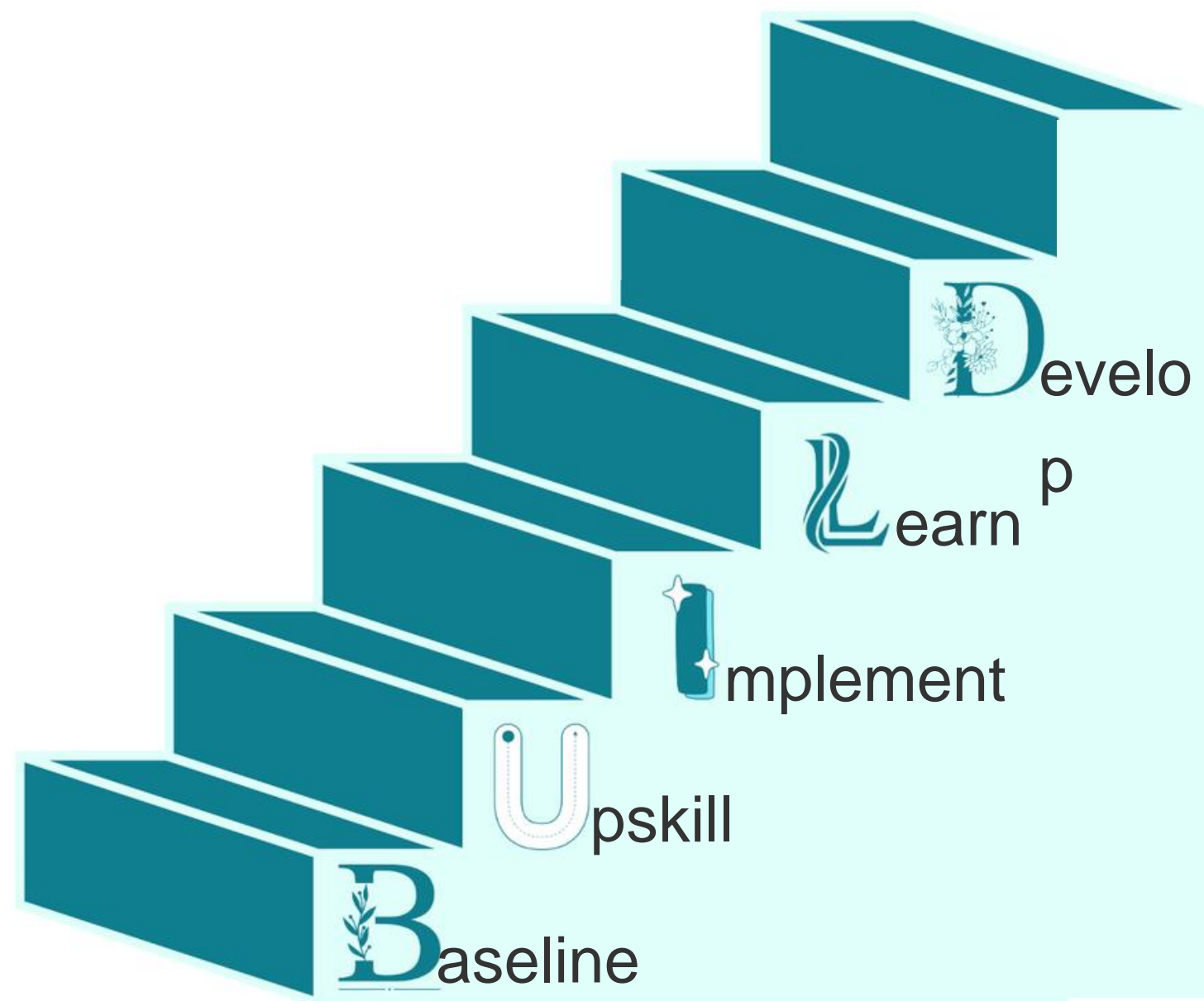
- 65% that the company supports risk taking
- 49% the company fosters innovation
- 47% their colleagues are trustworthy
- 34% they feel a strong sense of ownership

BUT in many companies there is a mindset 'gap' where leaders believe they are embodying a growth mindset yet less than half of employees agree...

[Dweck et al Research into Seven Fortune 500 Companies Employees on Mindset](#)

You can create a growth mindset with our step by step B.U.I.L.D.© framework

We use this to help you create positive intelligence AND improve your GTM proposition



Anchor your new mindset & behaviours for long-term personal & professional growth.

Understand what's working, what's not, & grow from real-world feedback & reflection.

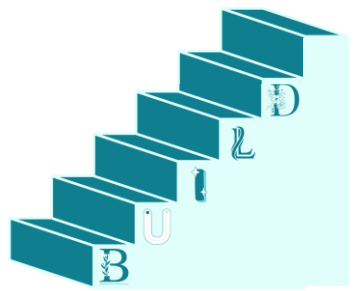
Take aligned action. Turn insight into momentum, implementing one step at a time.

Learn to think differently, build resilience, & develop new habits that support your goals.

Understand where you are today: your current beliefs, patterns, and mindset.



Build awareness that unlocks influence



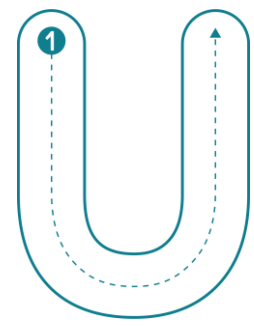
Ask yourself:

**Identify your inner
saboteurs and explore
how they keep you fixed
mindset**



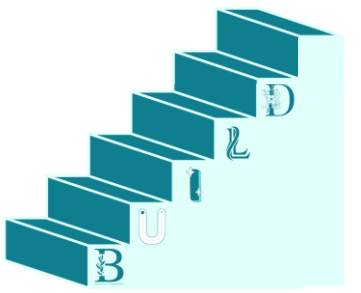
Discuss as a Team:

**“Where are we stuck
in fixed ways of
thinking?”**



PSKILL

Upskill with intention and visibility



Rewire your mind

**Boost your thinking.
Listen to people you
admire. Work with a
coach.**



Support learning

**Invite everyone to name
one skill or mindset
they're working on &
support each other to
grow**

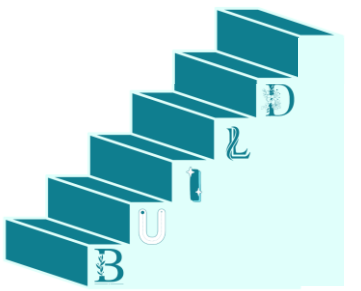
Be a happier person

Moving to a growth mindset has actually taken a lot of stress out of my life and made my day to day more enjoyable.

I don't judge myself as much and see things as all learning and improving



IMPLEMENT



Influence through action, not perfection



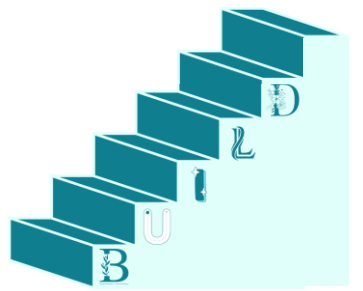
Stretch yourself...

**be 10% more curious,
innovative, creative, open
to risk or a new approach**



As a team

**Choose a project to pilot a
mindset shift — try a new
format, story, or
engagement method.**



Learn loudly – and let it inspire others



Reflect for yourself

**What worked? What
didn't? How did others
respond to your mindset
shift?**



Run a team retro

**Take out the learning.
Recognise and
celebrate success
together!**

Can-do attitude – Embrace Change

Professionally, it's allowed me to take more risks and from that I've learned loads of new things and met lots of new people

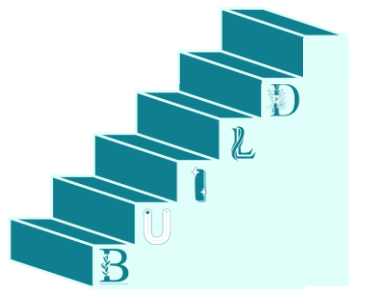
I also earned a promotion and pay rise and now get to have a much bigger influence on the team and business

Barbara. S – Insight Lead – Client Side



DEVELOP

Develop a culture where influence thrives



Design your future

**Imagine your future self —
who are you becoming?
What would you like to
harness or improve?**



As a team ask:

**“If we fully embraced a
growth mindset, what
bold move would we
make next?”**



"Your highest performance comes from the brain that is calm, centered, focused, able to see possibilities and be creative."

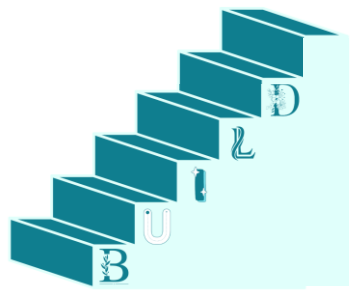
Shirzad Chamine



THANK YOU FROM YOUR **B.U.I.L.D.©** TEAM

B.U.I.L.D.© is the partnership between **LMI Ltd** and **insight engineers**

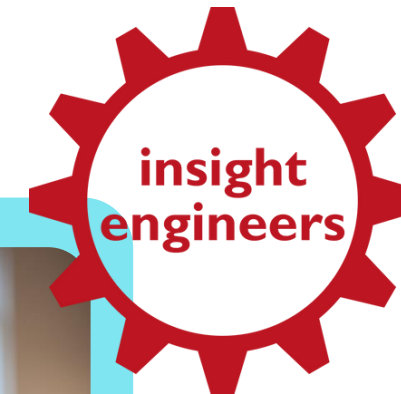
Our combined experience assists leaders and teams who want to bring mindset and action together for tangible results in business performance, staff well-being, and team collaboration.



LARA MEYER

My role is to equip you and your teams with the tools to establish (& maintain) a growth mindset, via coaching, workshops & training.

lara@lara-meyer.com



JEFF DEIGHTON

My role is to help you track progress and to harness that new mindset to generate ideas that drive real, tangible, business growth

jeff.deighton@insight-engineers.com



Download your copy of the deck here – with links to assessments and suggestions for exercises for yourself and your team to get you started on your growth journey!