



# Mindset Unlocked

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**Student Journal**

# Mindset Unlocked

Hey Impactivist!

You can't imagine how **THRILLED** I am that you've taken an essential step on your growth journey with **Mindset Unlocked** - and that you chose to do it with us at ITU. Unlocking your limitless potential is a journey, and it starts right here; becoming the learner, doing the work, and seeing yourself transform along the way.

The willingness to do hard things is the absolute foundation for self-worth and fulfillment. Get the most out of your Mindset Unlocked classes by taking action, which starts with self-reflection and developing the important personal insights that will fuel your future actions and growth.

Make friends with this powerful **30 DAY JOURNAL** to unlock the mindset principles that fuel me every day. This journal is printable or fillable as a pdf, so do what works for you. Now get at it - so excited to see who you become!

Be Legendary,  
Tom

## Take total ownership of your life.

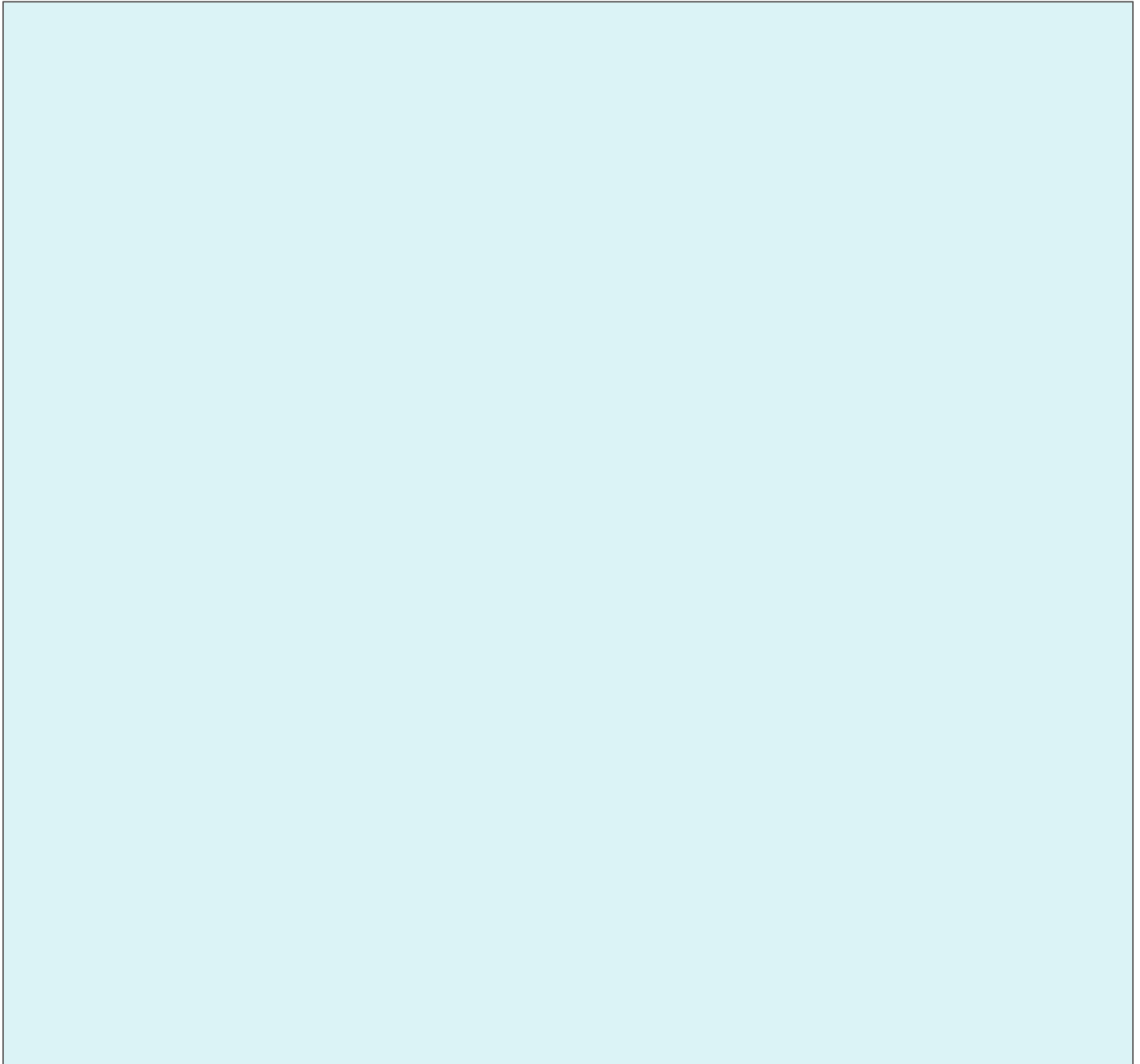
It's sometimes easier to say we'd accept a variety of outcomes rather than call our shot and fail. Or we'll sit in a failure and accept it is a part of our identity. Instead of dwelling, start looking for solutions and actions that have the power to transform your life. So let's start here:

*Do you take total ownership of your life? Are there areas where you do, and others where you don't? Give some examples below, and journal on where you could improve.*

This is where your journey begins.

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**Reflect on a memorable failure** or shortcoming in your life. Practice total ownership by talking through things you could have done differently to get better results.



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**When is the last time someone criticized you,** and how did you take it? What's the most productive piece of criticism you've received? What about it was constructive vs. destructive?

## What are some of your fixed mindset triggers?

What are the things that happen, situations that arise, or words people say to you that put you back into a fixed mindset?

**“Self-esteem should not be built around being smart or being right. It should be built around being the learner.”** -Tom Bilyeu

Have you already integrated the “I am the learner” (or similar growth-oriented statements) into your self-beliefs? How you’ve noticed your life shift as a result of that one belief?

Use that as inspiration to identify other beliefs that you could change and imagine the impact that could have on your life.



## 10 REQUIRED BELIEFS TO BUILD A GROWTH MINDSET

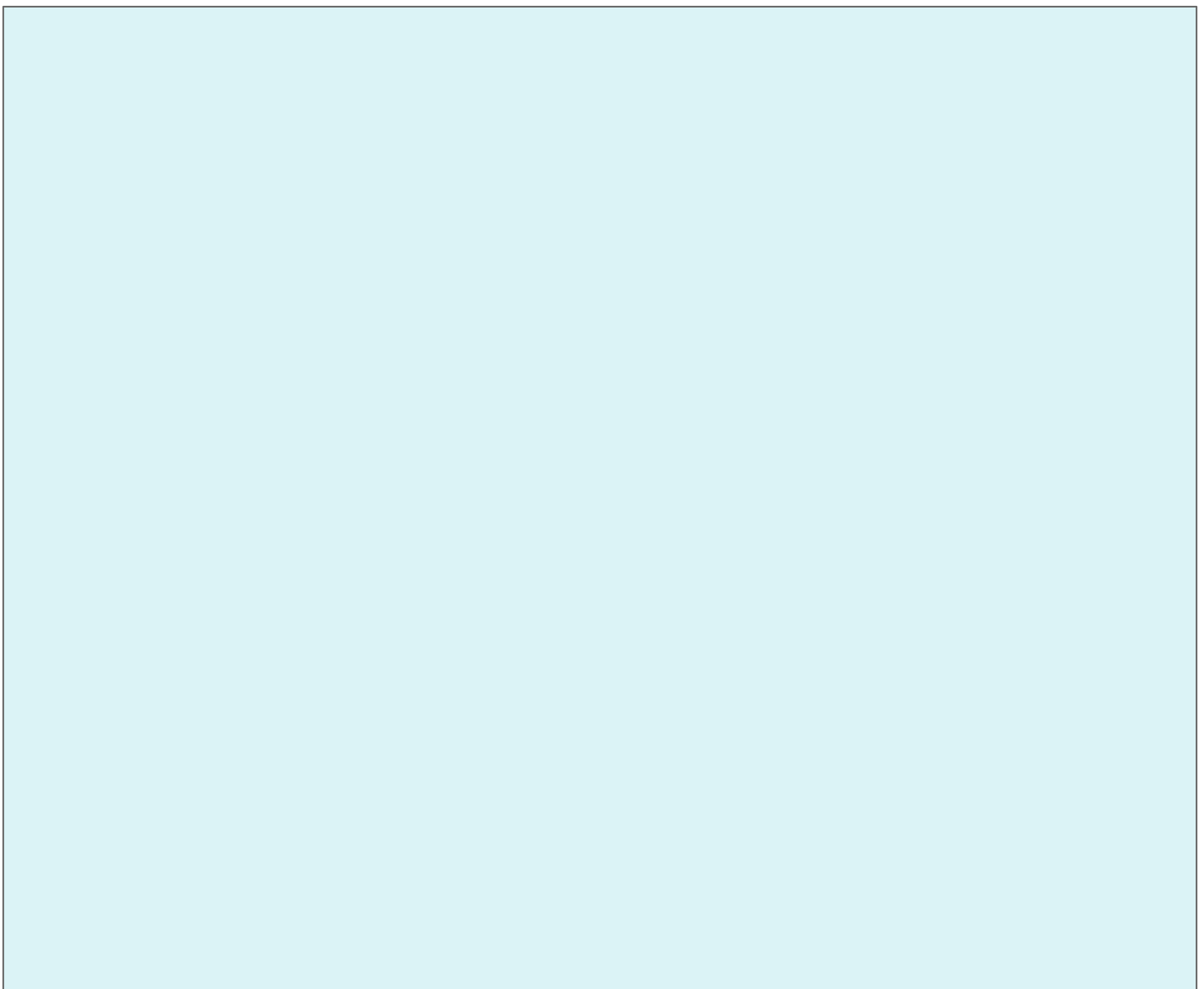
1. **You don't need to believe you're extraordinary, average is enough.** This foundational belief will serve as your starting point.
2. **Beliefs themselves are malleable.** It's easy to go through life convinced your beliefs have been formed by accident. In actuality, you chose them. You have to believe your beliefs are changeable to make any real progress.
3. **You have the ability to grow & adapt.** Believing that we, as humans, are capable of change is the only belief that matters.
4. **The brain can change.** Science proves your brain can literally reshape and rewire itself.
5. **You can improve via disciplined practice.** This is exactly how the brain changes. Not by doing things you're good at over and over, but by practicing what you struggle with until you get better.
6. **It is good to push beyond limits.** Real change starts outside your comfort zone.
7. **Action cures all.** You're not going to know if you're good at something by dwelling on it. Answer some of the looming questions of your life by taking action.
8. **There is always a solution.** Create a solution, research a solution, or use other people for a solution. There's always a way to get what you want.
9. **"Yet" is real.** The word "yet" reminds you there's always a solution and you can get better. Using it opens you up to the possibilities of the future.
10. **Human potential is nearly limitless.** Your efforts are going to be rewarded. Stop worrying about being the next somebody or what the laws of energy dictate as possible. Just focus on growing, and repeat.



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**What habits have you always wanted to change** but were convinced are permanent? Share one limiting belief about yourself.

What's an area in life where you have improved or inspired growth in others? What are your root beliefs about that area in your life? Who do you surround yourself with in this space?

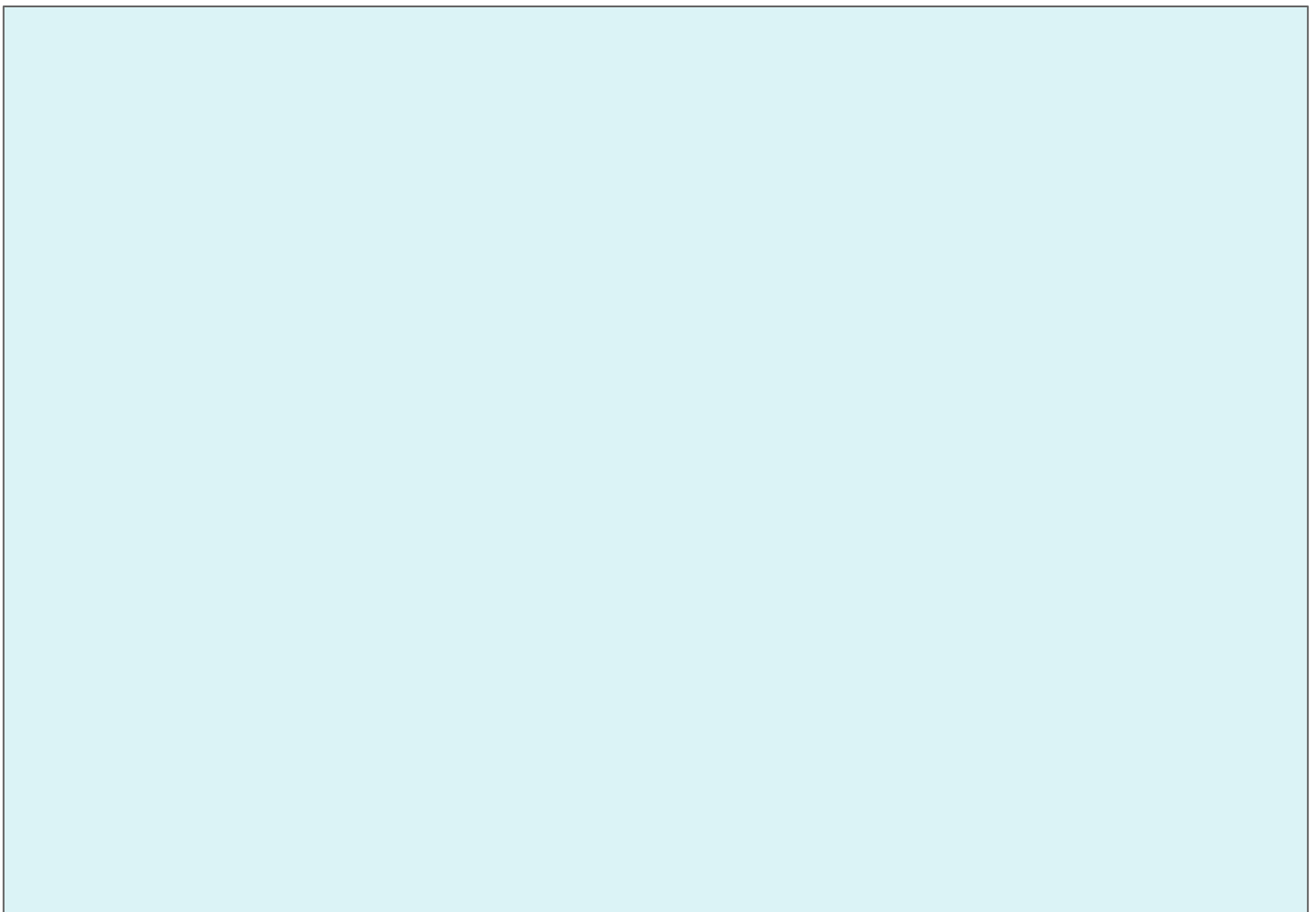


**“What you allow yourself to repeat is exactly what you will become.”** –Tom Bilyeu

Journal about your most repeated beliefs and excuses.

**1. BELIEFS:** ie; “I’m not the type of person who can make it happen...”  
“People like me aren’t good at...”

**2. EXCUSES:** ie: “I’m afraid I’ll f\*ck up my dream so I’d prefer not to try.” “I don’t know how to do...”



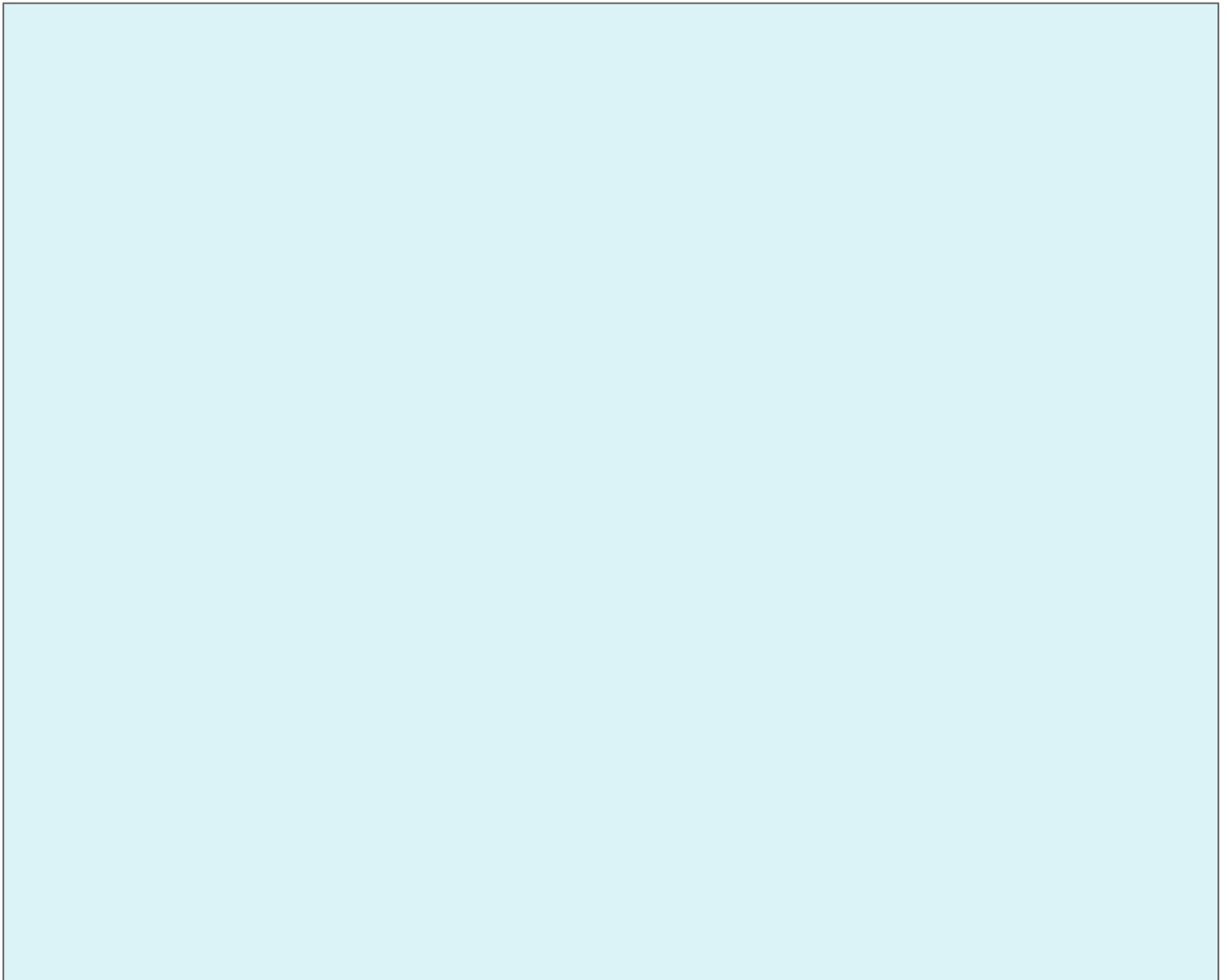
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**If you were granted a blank slate**, what kind of person would you choose to become? Describe the types of values, beliefs, personality and mindset that person would have.

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*The only belief that matters:* **You can grow and get better through deliberate practice.** Mindset is all about decisions!

1. How will you react to circumstances that come your way?
2. What role will negativity play in your development?
3. What changes will you make to go from who you are today to who you want to become?

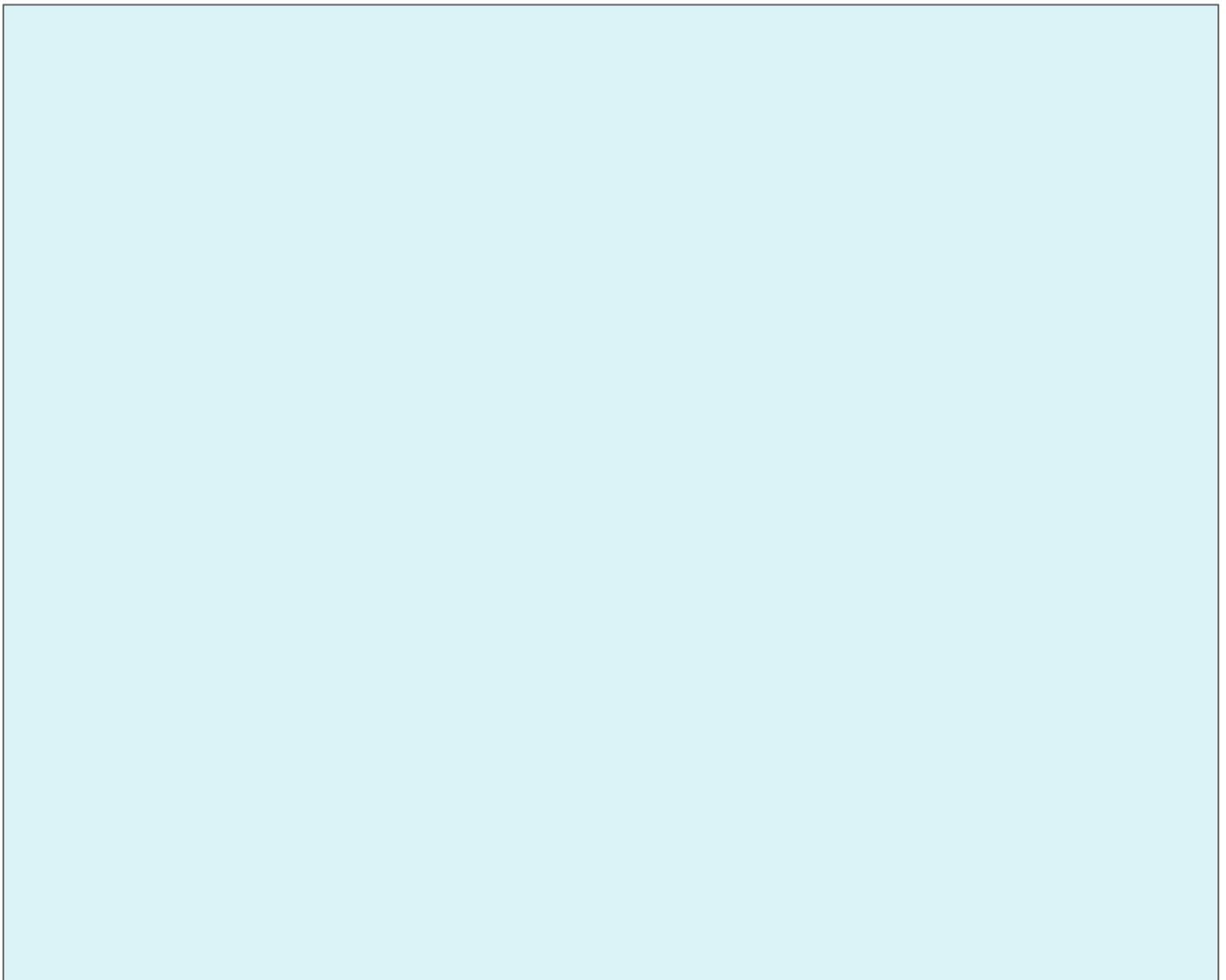


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**You are the average of the 5 friends you spend the most time with.**

Choose your circle carefully. Their attitudes, beliefs and overall energy should fuel your growth, not stall it. Who are your 5?

How can you cultivate a growth minded community? Where can you meet these people? Who in your life can you invite on this journey with you?



What is your current identity based upon? How can you tweak it to make it less fragile? Complete the sentence, ***I am a person who... or I am the type of person that...***

***Some examples from Tom:***

learns everyday

elevates his spouse

Is unafraid of making mistakes

only eats what's on my schedule

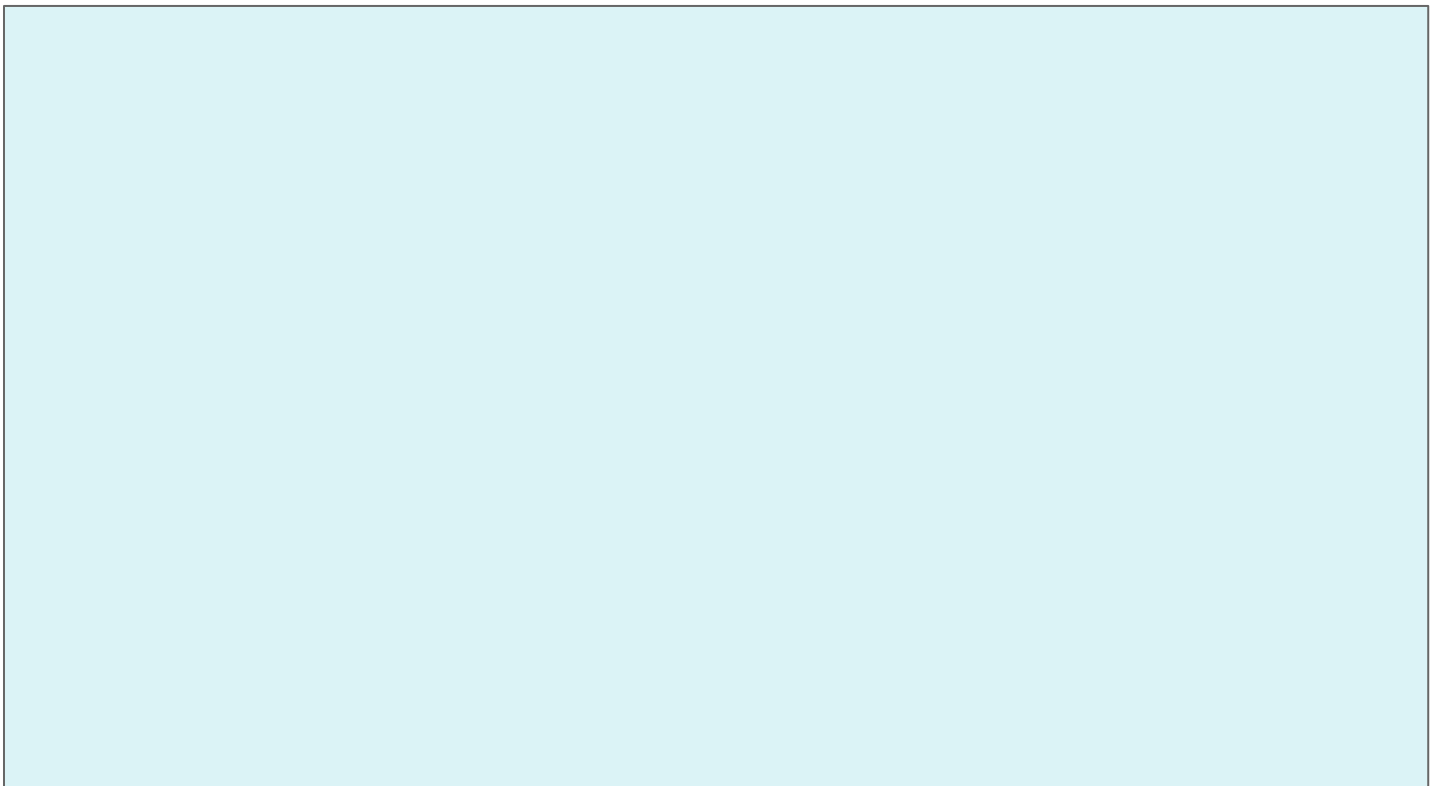
compliments instead of criticizes

leaves is all out on the field every day

works from the time I wake up till I got to bed

values myself for sincere pursuit, not accomplishment

Is willing to embarrass myself in pursuit of improvement



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**Do you believe that doing hard things** will become (or already is) a foundational aspect to your feeling of self-worth and/or self-love?

**What is your biggest obstacle** to staring nakedly at your inadequacies?

**How does that change when** you realize that your identity is yours to define?

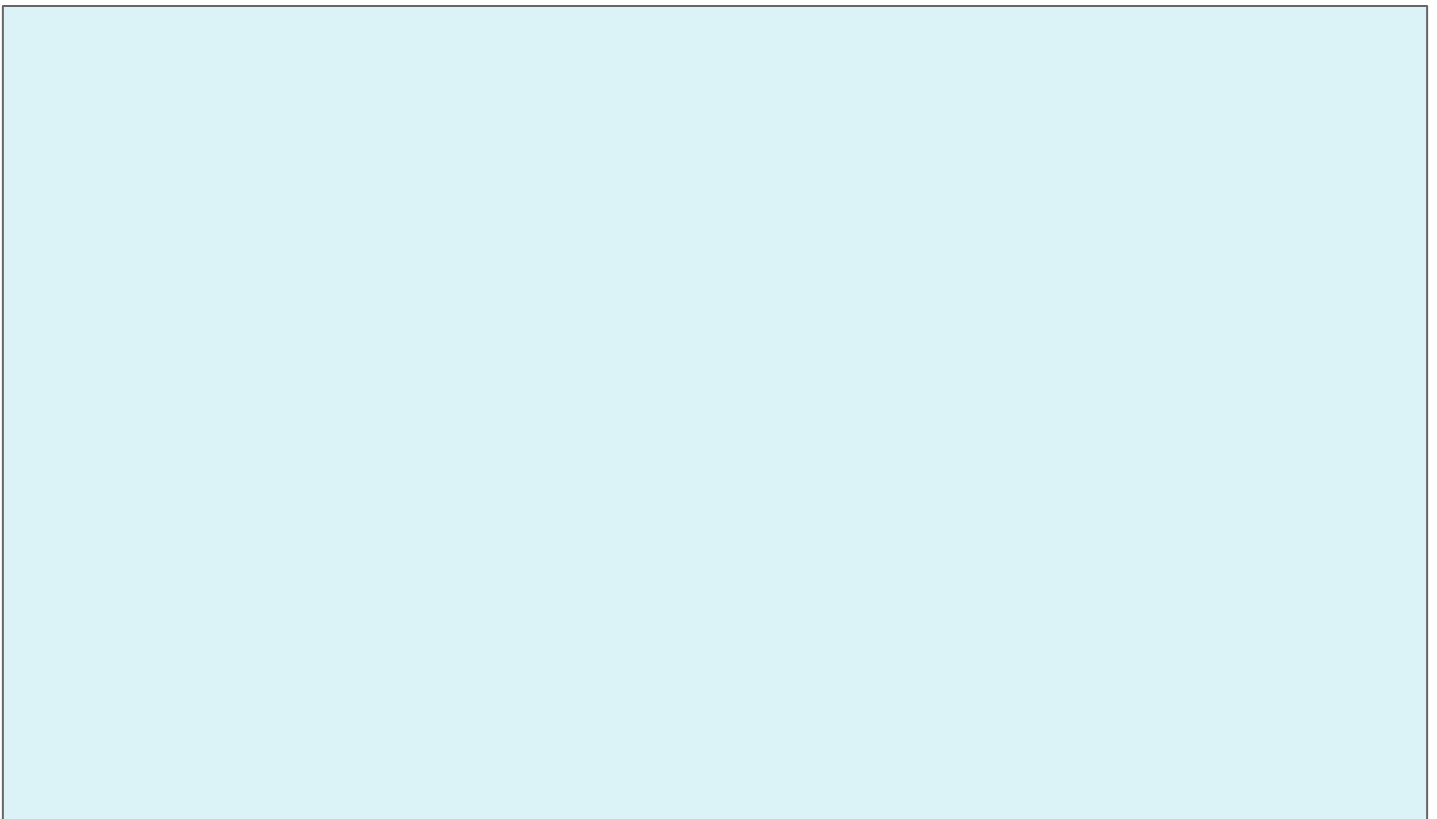
## 8 COMMON TRAPS OF A FALSE GROWTH MINDSET

1. **FAILING TO TAKE A TOTAL OWNERSHIP OF LIFE.** “People don’t understand me,” “Society doesn’t value what I do,” or even “People like me don’t get opportunities,” are common excuses people make when they don’t take ownership for their life. Most of the time, the excuses people make are VERY valid, but it will never move you closer to achieving what you really want in life.
2. **DESIRING TO BE OFF THE HOOK/NOT AT FAULT.** When you want the fault to be anybody's but your own, you're avoiding taking total ownership and responsibility of the situation. Finding out how it IS your fault is the first step to learning and getting better.
3. **FOCUSING ON WHY SOMETHING ISN'T POSSIBLE.** If you're given a task and your first thoughts are all the reasons why it isn't possible, you're not operating from a growth mindset perspective.
4. **FAILING TO FIND A YES.** Unless the problem violates the laws of physics, there is always a solution to every challenge. Thinking something isn't possible allows you to push off accountability and keep your false growth mindset intact.
5. **ATTRIBUTING AGENCY TO DIFFICULTY.** Don't take difficult things personally. Hard, worthwhile things are just hard to do. Be able to see every challenge for what it is and not see them as bigger than life.
6. **ACCEPTING YOUR PSYCHOLOGICAL IMMUNE SYSTEM.** Train the way your mind responds to outcomes. Your mental immune system is built to protect you, so it will say things like “It's okay that you didn't get that job; you didn't want it anyway.” Work on recognizing that this is a defense mechanism and there is something more being said.
7. **BUILDING SELF-ESTEEM AROUND BEING RIGHT.** When being right is your focus, you are being driven by a mindset that doesn't value growth as the end.
8. **LACKING SELF-AWARENESS.** Without self-awareness, you are susceptible to all the traps we've discussed and more. At the root cause of your emotions are answers to all your insecurities, defense mechanisms, and triggers. An overall takeaway of the false growth mindset is the dangers of giving away your power. With a mindset where you aren't responsible for your failures, you also aren't responsible for your growth. When you aren't self-aware and avoid responsibility, you are closing your mind off to the things you could learn throughout the process.



**Review the eight common traps** on the previous page then use the space below to identify your top three most likely traps and consider a strategy for avoiding them.

1. FAILING TO TAKE A TOTAL OWNERSHIP OF LIFE.
2. DESIRING TO BE OFF THE HOOK/NOT AT FAULT.
3. FOCUSING ON WHY SOMETHING ISN'T POSSIBLE.
4. FAILING TO FIND A YES.
5. ATTRIBUTING AGENCY TO DIFFICULTY.
6. ACCEPTING YOUR PSYCHOLOGICAL IMMUNE SYSTEM.
7. BUILDING SELF-ESTEEM AROUND BEING RIGHT.
8. LACKING SELF-AWARENESS.



**False Growth Mindset** is when people think or claim to have a growth mindset, but their words and behaviors don't reflect it.

The two main parts of a False Growth Mindset, as defined by Carol Dweck in her book **Mindset** are praising ineffective effort and positive thinking without accountability

Describe your own past behavior per the prompts below and add what, if anything, you are likely to correct.

**Praising ineffective effort.** Mirrored in phrases like, "At least you tried your best!" to convey that you've accomplished something without evaluating whether you actually did it or not.

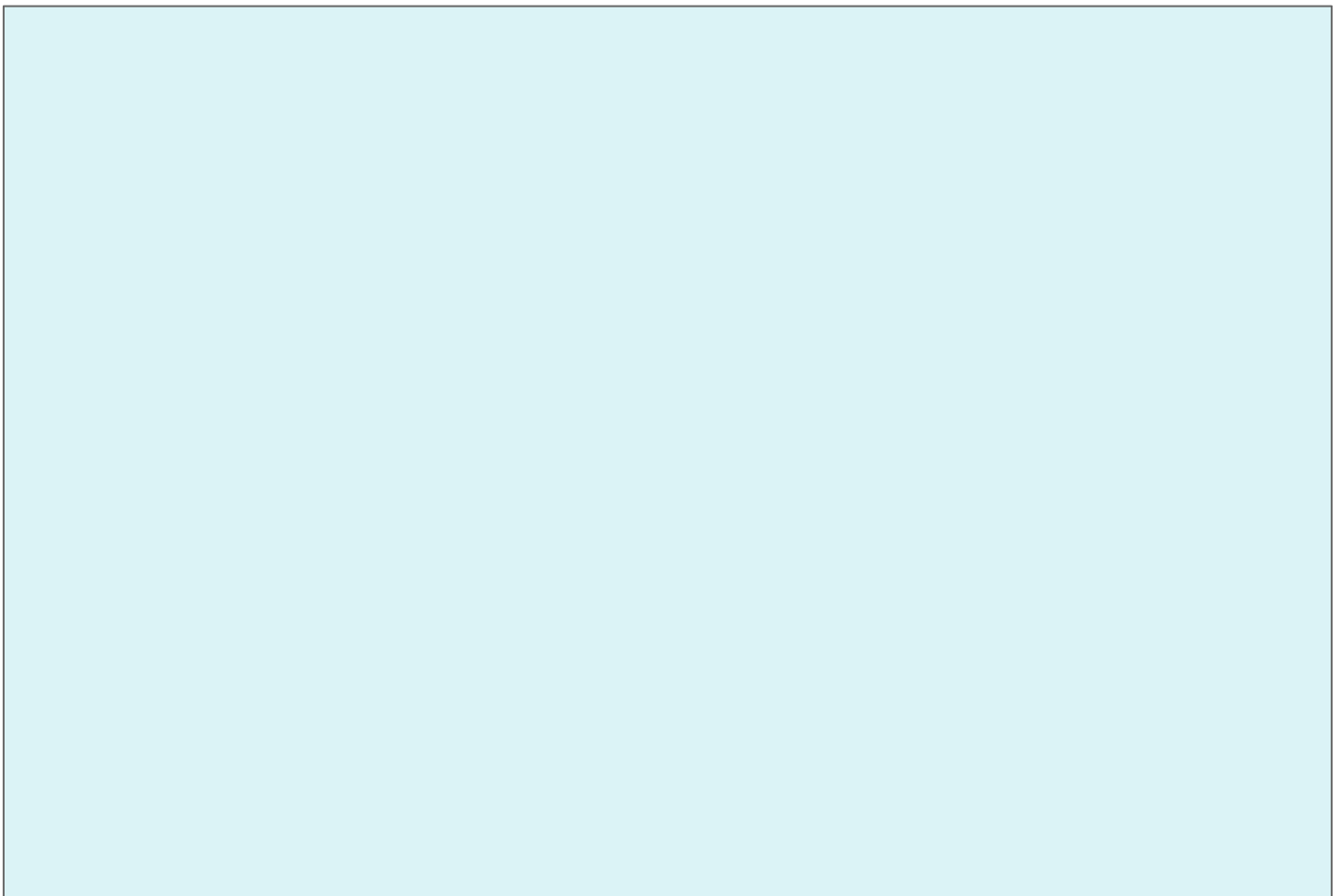
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**Positive thinking without accountability.** Giving yourself the emotional reward of success for something that wasn't effective.

**If you want to get tough, you'd better figure out how to suffer well.** –Tom Bilyeu

Is there a standout area of your life where you've developed an antifragile mindset? Do you have a story of a time you leveraged a failure or obstacle and turned it to your advantage?

This goes beyond reframing an experience and beyond "finding a silver lining." Look for examples of how you've gotten tough and taken action that made a difference in your life or business. These will always remind you that you are capable of new hard things!



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**Antifragility** is a property of systems that increase in capability to thrive as a result of stressors, shocks, volatility, noise, mistakes, faults, attacks, or failures.

What you build your self-esteem around is a *choice*. Adopting the identity of a learner is the best poised choice for taking outside hits, because if you are always learning from your mistakes, you're getting better. Value yourself for being willing to learn.

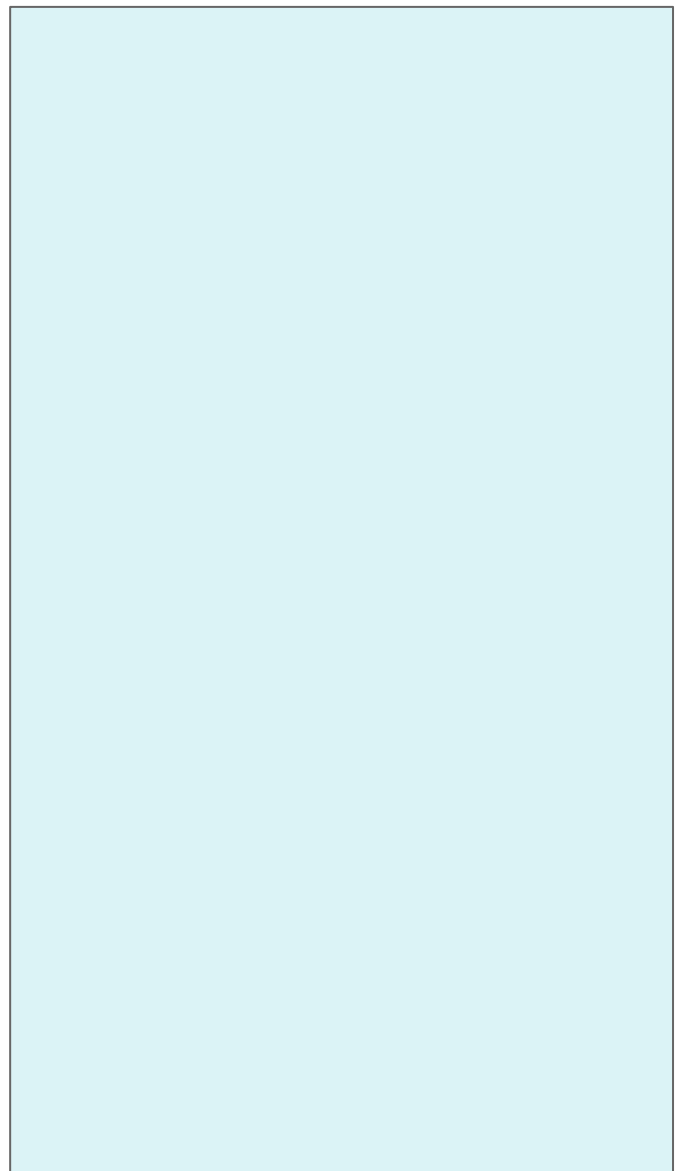
Identities rooted in being *smart, good, worthy* are fragile, because they're comparative to other people.

Criticism will always sting. But shift your message to what you can learn from it. You can train yourself to go from brooding on negative feedback for 3 days to 3 seconds.

Separate the message from the messenger (some will be good-intentioned, others not). Even checking 'is there some truth to this' will push you to examine how you value yourself and help make you stronger.

The immune system is a classic example of how we get stronger from outside assault. Exposure to outside allergens and germs help build our immunities as kids. In most cases, they help to make your system stronger.

**Identify opportunities** you have in life to develop antifragility, and how not being antifragile in the past might have been detrimental to you or your goals.



**What's one insecurity that you have?** Brainstorm 'why' you have that insecurity. Keep asking "why" until you reach a full-sentence connected to that insecurity. Where did this come from, and how can you plan to overcome it?

**“The people you most admire are no different than you.”**

-Tom Bilyeu

You can easily have a long list of people that you admire for different traits they express, lives they've built, or results they are able to achieve.

Choose 1,2, or 3 people you admire, carefully noting why you do, then consider if you think that they are special, gifted, or have something that you don't. Do you believe that they are exceptional? Because maintaining a belief like that can quietly sabotage your efforts if you don't think you'll ever achieve greatness.

Identify how those people you admire have become who they are. How can you develop in yourself the trait(s) in them that you most look at for inspiration, motivation, or proof of what's possible?

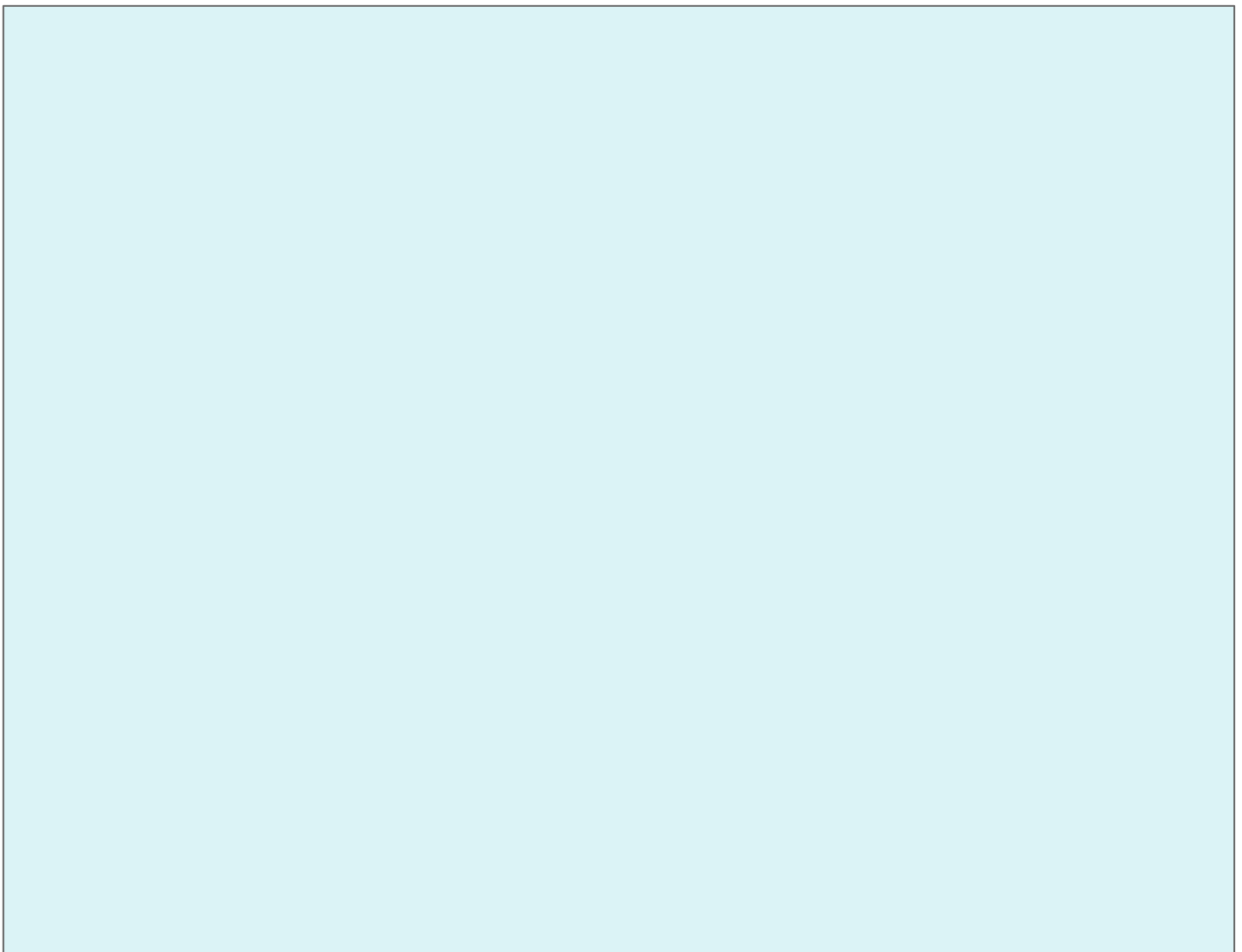
**“Since the moment you became self-aware, you’ve been building a self-identity.”** -Tom Bilyeu

If you built your identity, you can unbuild it. You can rebuild it. This is a process of becoming, and you are in the driver’s seat. Name 3 traits about yourself that you wish you could change, followed by a growth minded approach to becoming the person you want to be.

**“Your actions are going to follow your beliefs.”** –Tom Bilyeu

It so critically important that you understand your false growth mindset triggers and the beliefs that might hold you back, because ultimately your beliefs will be interpreted into action.

Brainstorm some actions you would like to take, and then write the belief you would need to have, to ensure you take each action.





**“The whole point of a growth mindset is to actually get good at something.”** –Tom Bilyeu

Now that you are adopting a growth mindset, you'll have SO MANY new choices available to you!

*What do you want to get really good at?*

*What do you want to be the best in the world at?*

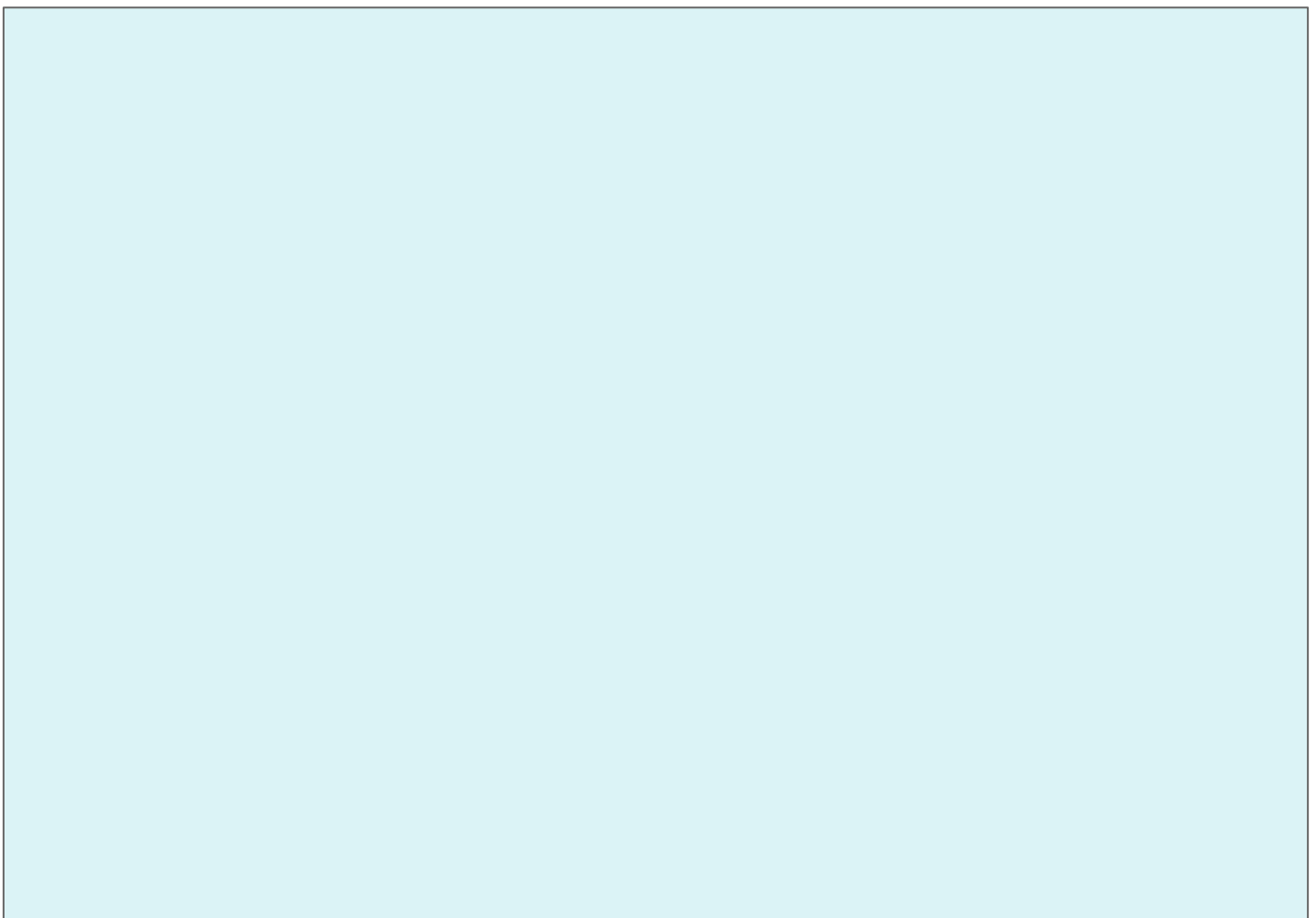
*What impact will it have on you or the world?*

Dare to declare it! And by doing so, brainstorm which skills you want to learn or take to new levels.

**“Build Yourself, Brick by Brick!”** – Tom Bilyeu

It's important to remember the little steps that will morph into giant strides. Can you remember an example from your past that taught you something... An important lesson that you've used on various occasions, for different reasons, but always stacking up to a better you?

It could be seemingly insignificant, or a huge event that rippled into how you make decisions and build your daily routines. What has built YOU? It's a BIG question, but just start with the BRICKS.



## THE 7 LAWS OF THE HUMAN MIND

**Law 1:** The human brain is the product of evolution. Your brain is 50% hardwired, and parts of your mind are entirely predictable.

**Law 2:** You're a meaning-making machine. You have a self-narrative as well as a narrative that tells you about the way the world works.

**Law 3:** Your brain and your body are a singular unit. The feedback loop between your brain and body is so intertwined that the way you think affects how you feel, and the way you feel affects how you think.

**Law 4:** Your brain uses shortcuts whenever possible. Our brains conserve calories to be efficient, but not all shortcuts are created equal or work to our benefit.

**Law 5:** Your brain has modes. #1 is the sympathetic nervous system (flight or fight). #2 is the parasympathetic nervous system (rest or digest).

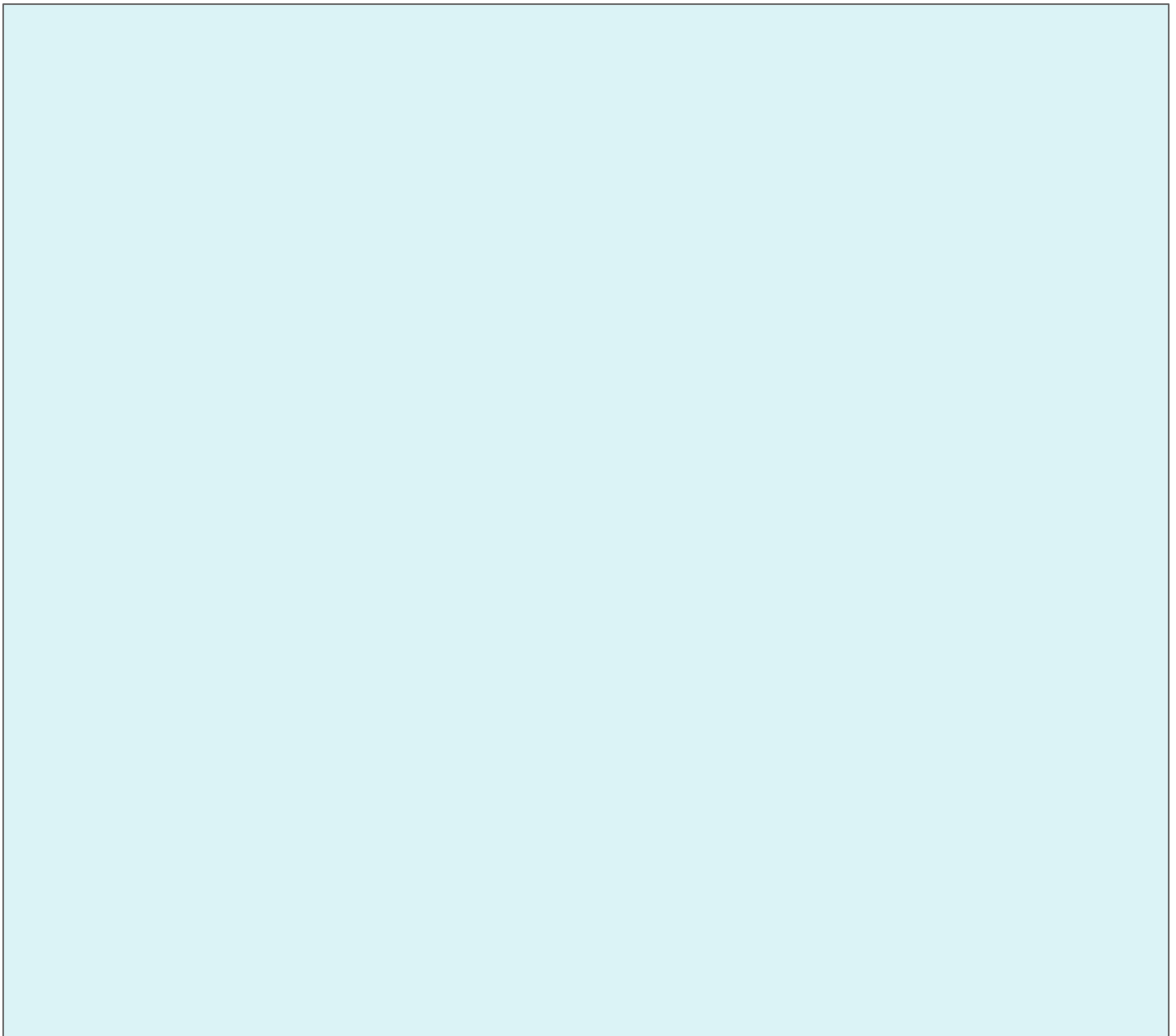
**Law 6:** We're a social creature. Humans require connection. Your brain rewards and/or punishes you depending on whether you're contributing or not to the group.

**Law 7:** What you repeat becomes real. Repetition, one of the most underutilized tools in the mental toolbox.

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**Audit your pattern of quitting.** Is it really time to quit or do you actually lack grit? Is the goal not worth it or are you scared or bored? These are crucial questions to ask before you decide to walk away from your goals.

What's something you recently quit that in hindsight you wish you would have stuck with?

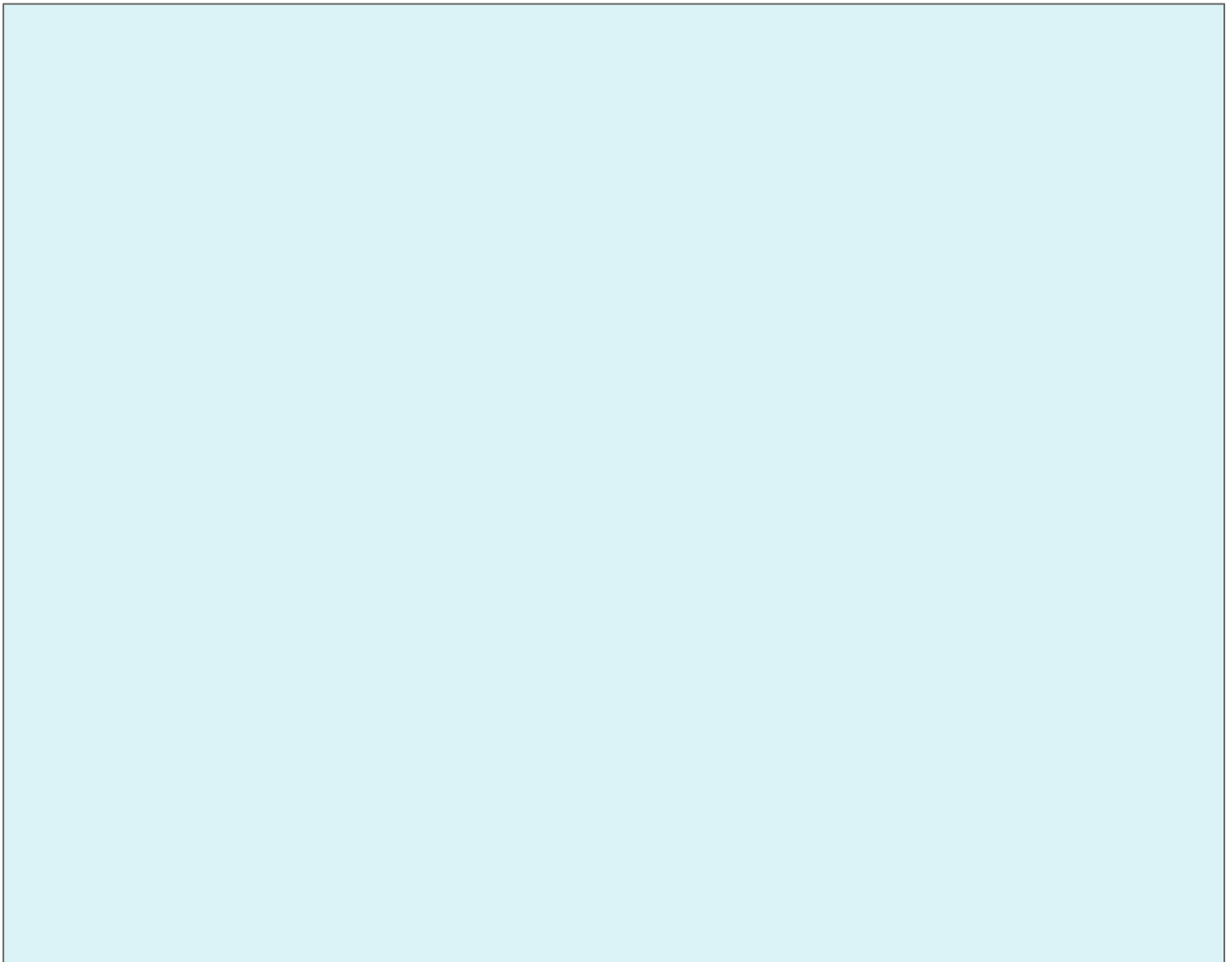


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**You are having a biological experience.** The sooner you are able to accept that, the entire game will change for you.

Journal about a time in your life where your emotions or nervous system responses affected a choice you made or action you took.

What might you do now, when experiencing a similar response or emotion, to have a better outcome?



## Use the power of the dark side.

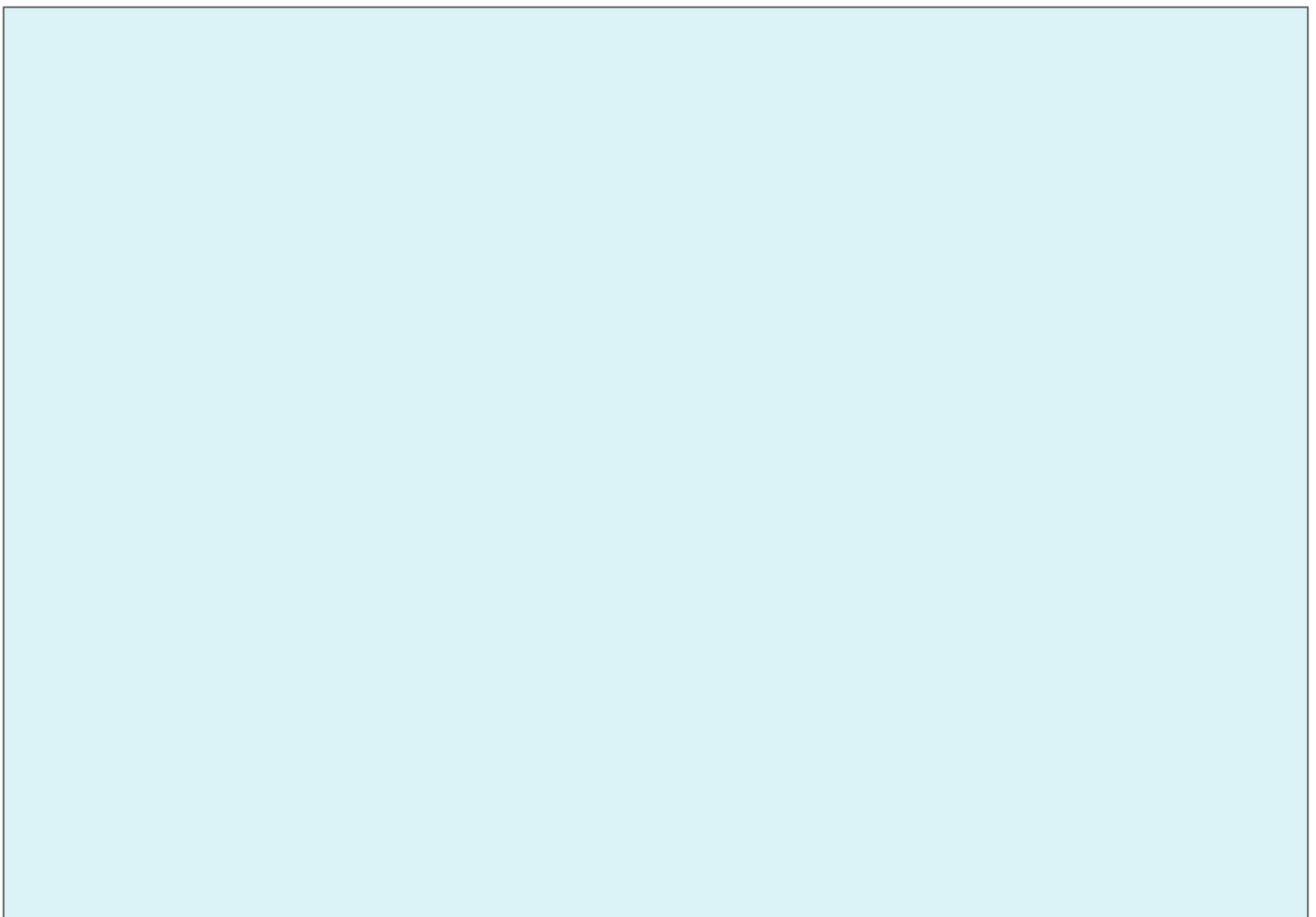
It's tremendously difficult to see our areas of improvement and easy to maintain a false growth mindset if we are only looking at what's good or only rewarding the positive. Can you find growth by leveraging the "dark side"?

What kind of healthy reward / punishment system would work for you using the 80/20 rule? What would be your criteria and how would you implement it?

**“If you don’t dare to step out into the unknown and embarrass yourself, then you’re never going to make your dreams come true.” – Tom Bilyeu**

Do you have a clear in-your-face dream that you haven’t expressed because the risk of putting yourself out there feels too great? Maybe the itch of a dream just below the surface you’re afraid to articulate?

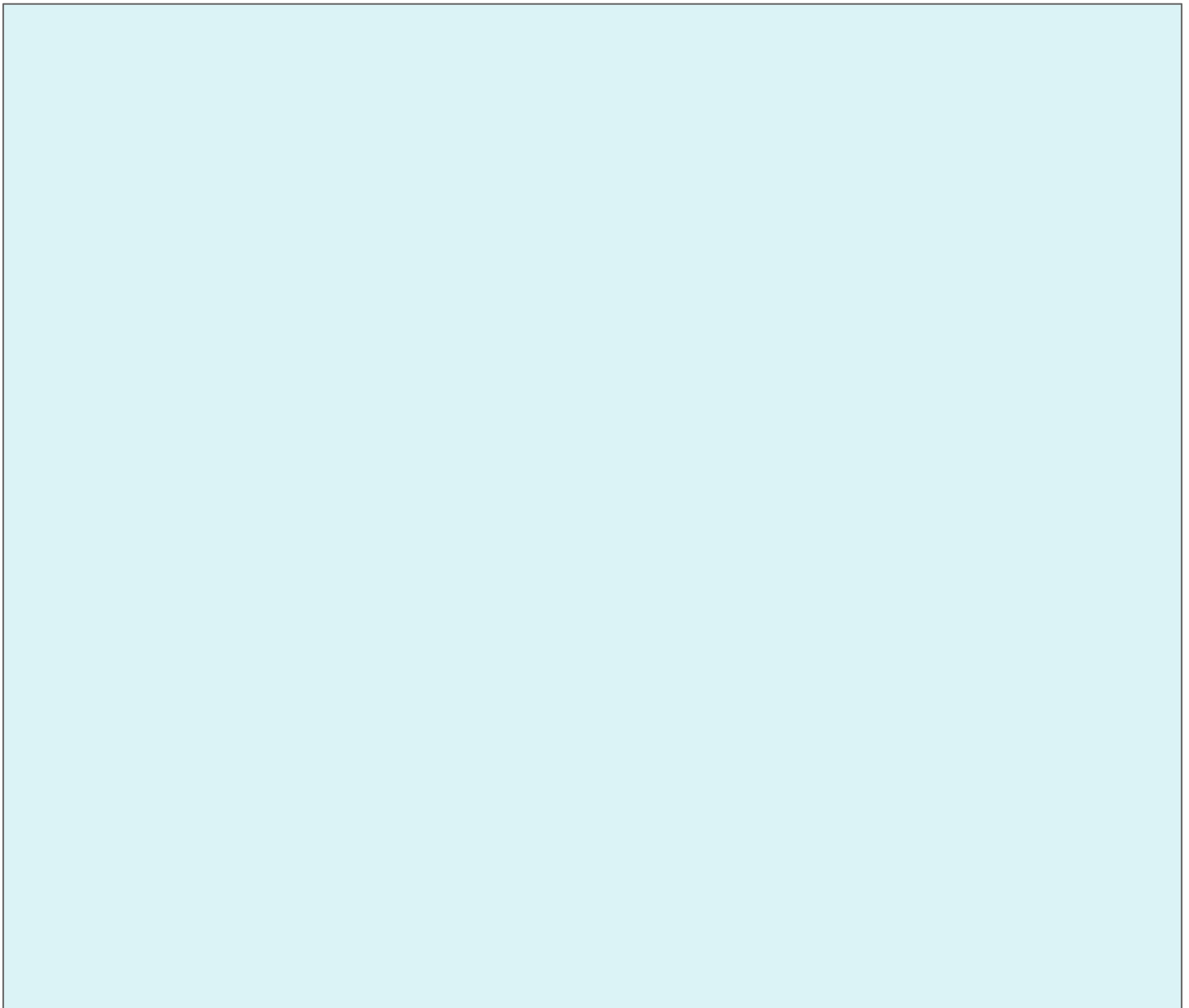
START making it real, today! Make a commitment to yourself and put that dream into words.



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**Post your essential beliefs where you can see them on a daily basis.** This will help you self-signal and encourage repetition of the thoughts you want to support a growth mindset.

Draft out your essential beliefs here.





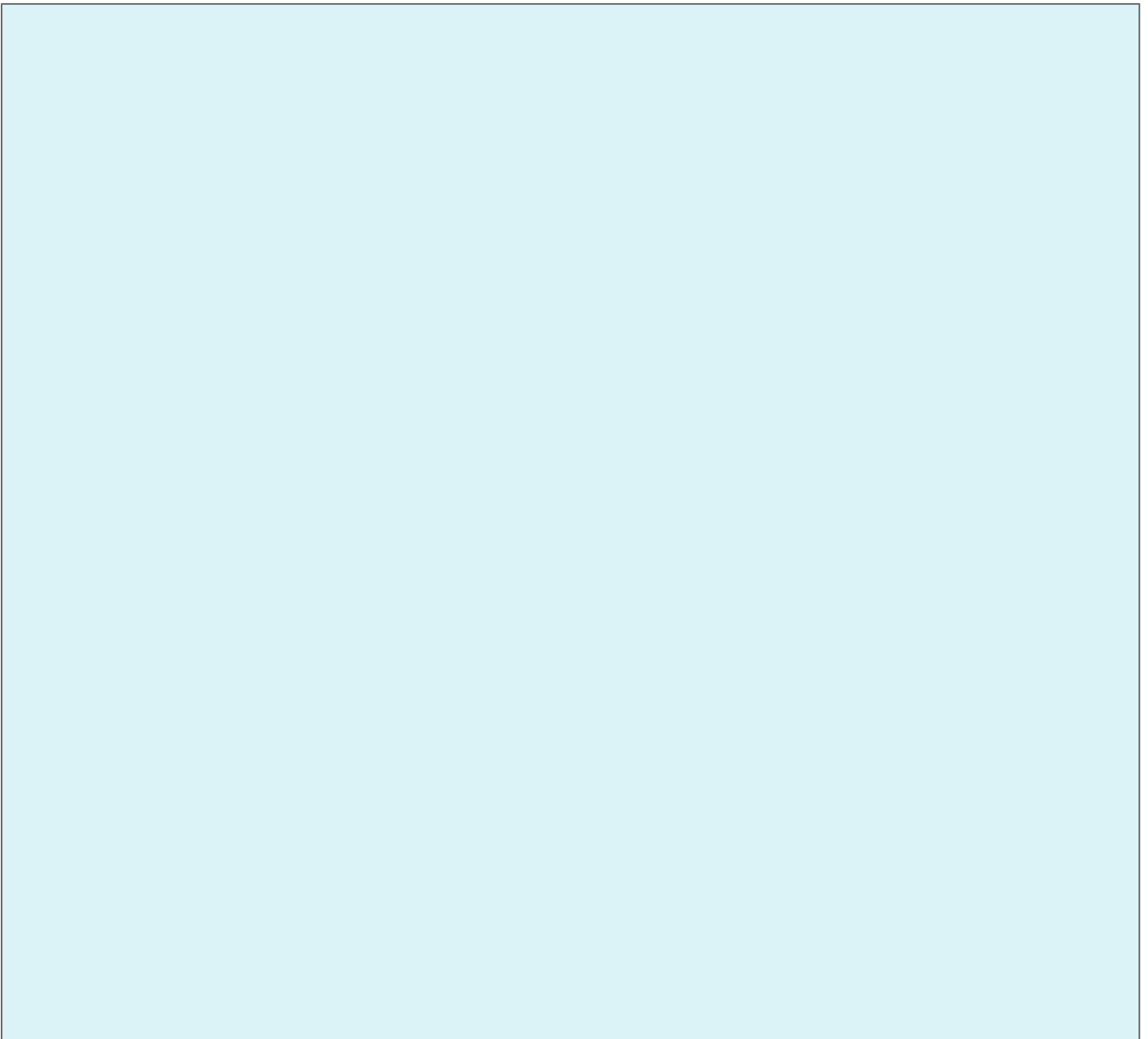
**“The absolute foundation for self-worth, self-love in its entirety, is the willingness to do the hard things.”** -Tom Bilyeu

Have you noticed any changes in your willingness to do hard things since unlocking your growth mindset? What are some examples?

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Are there “hard things” you’re feeling more prepared for but haven’t done yet?  
Is now the time for you to get organized? Is it time to take the plunge?

**What’s stopping you?**



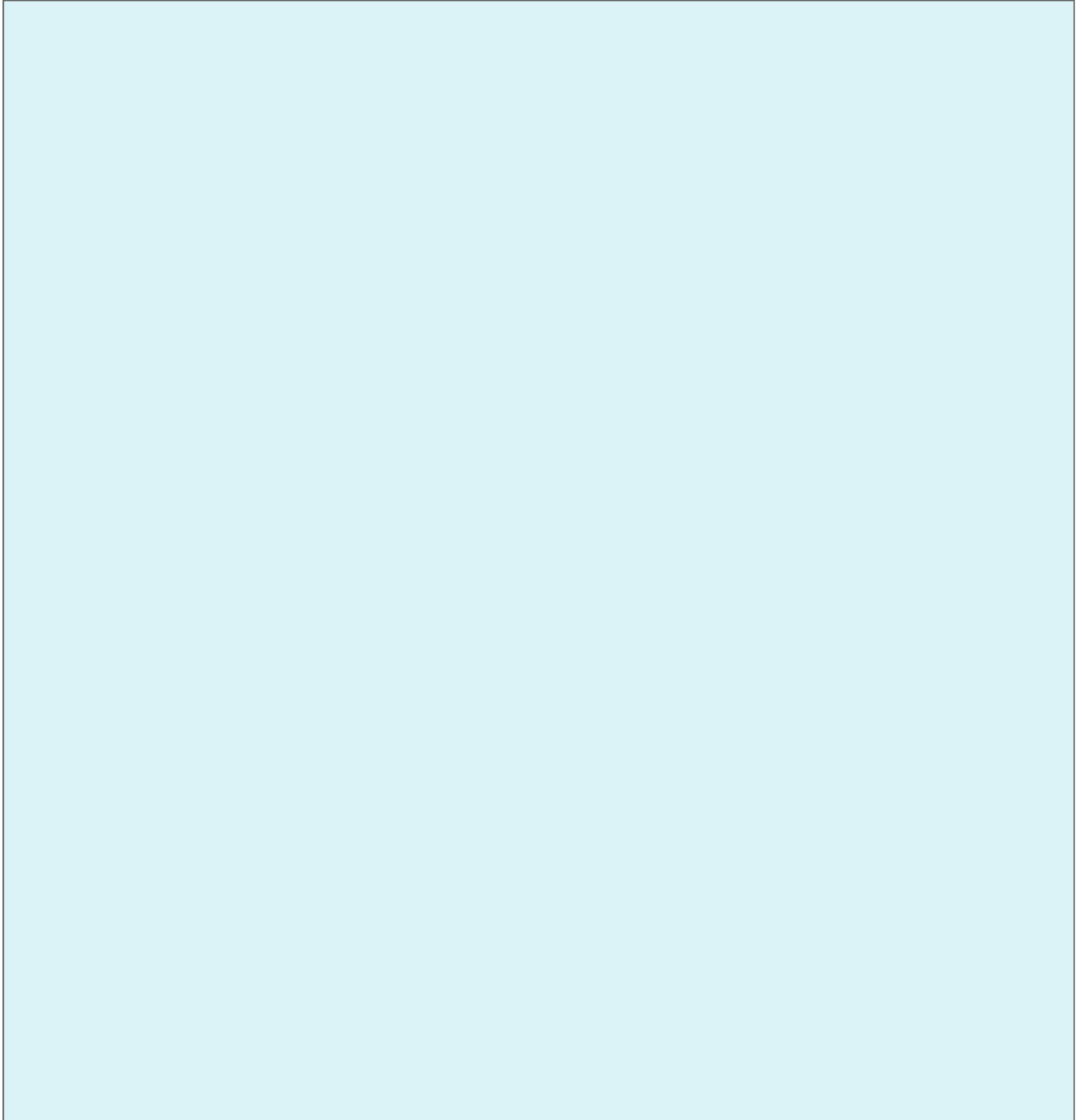
**“If you look for the negative, it will be there. If you look for the positive, it will overwhelm you.”** –Tom Bilyeu

Having a growth mindset is closely connected to how much you live in possibility. Beliefs and habits that develop your momentum are useful and supportive of your journey. While a negative voice slows you down and leaves you feeling powerless. Don't let that negativity bias get you down. Humans have limitless potential!

Can you list one complaint you've had in the last while? Can you follow it up with 10 positive things? What can we do to promote optimism in our lives?

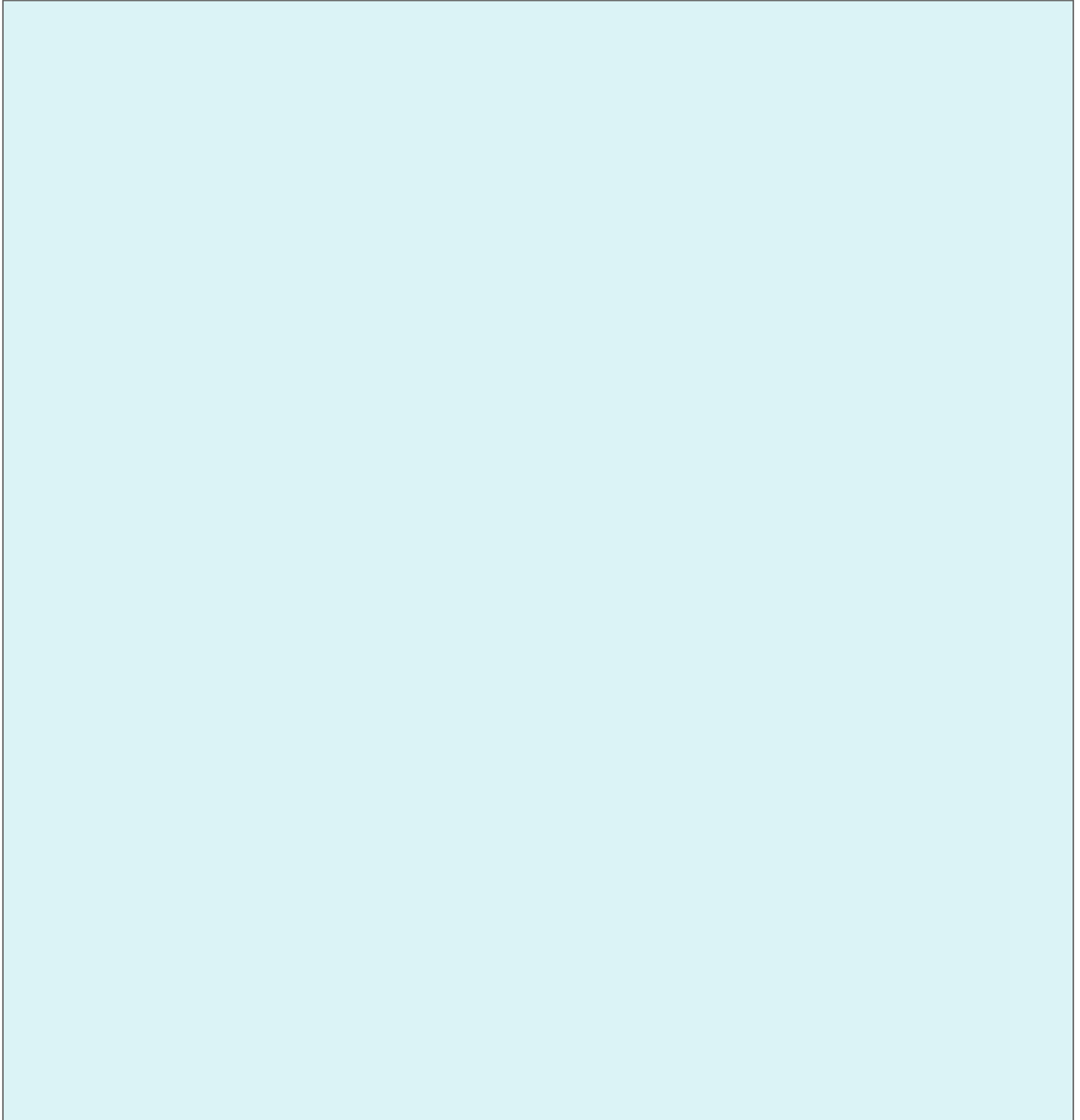
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**YOUR MINDSET UNLOCKED REFLECTIONS**



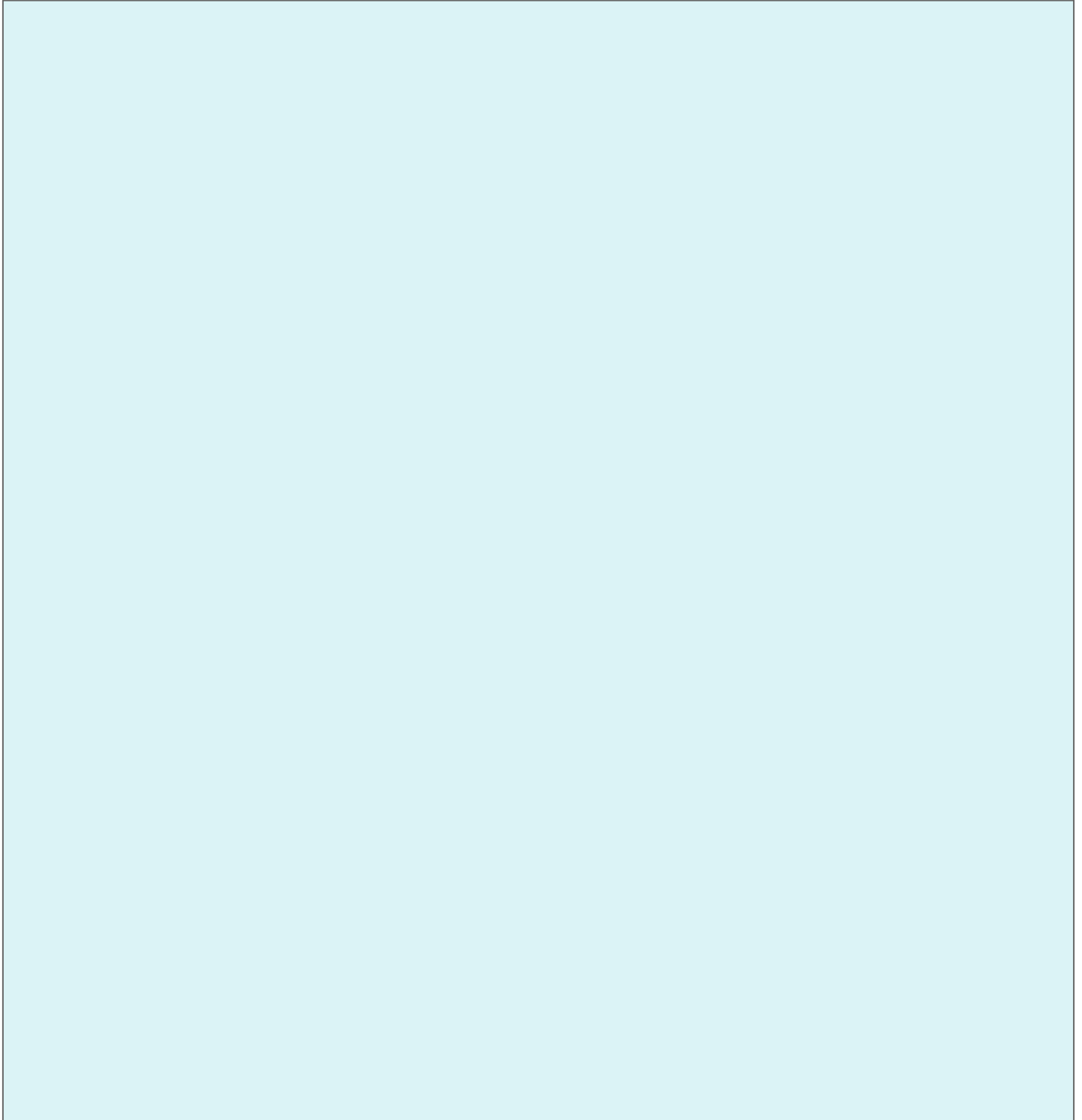
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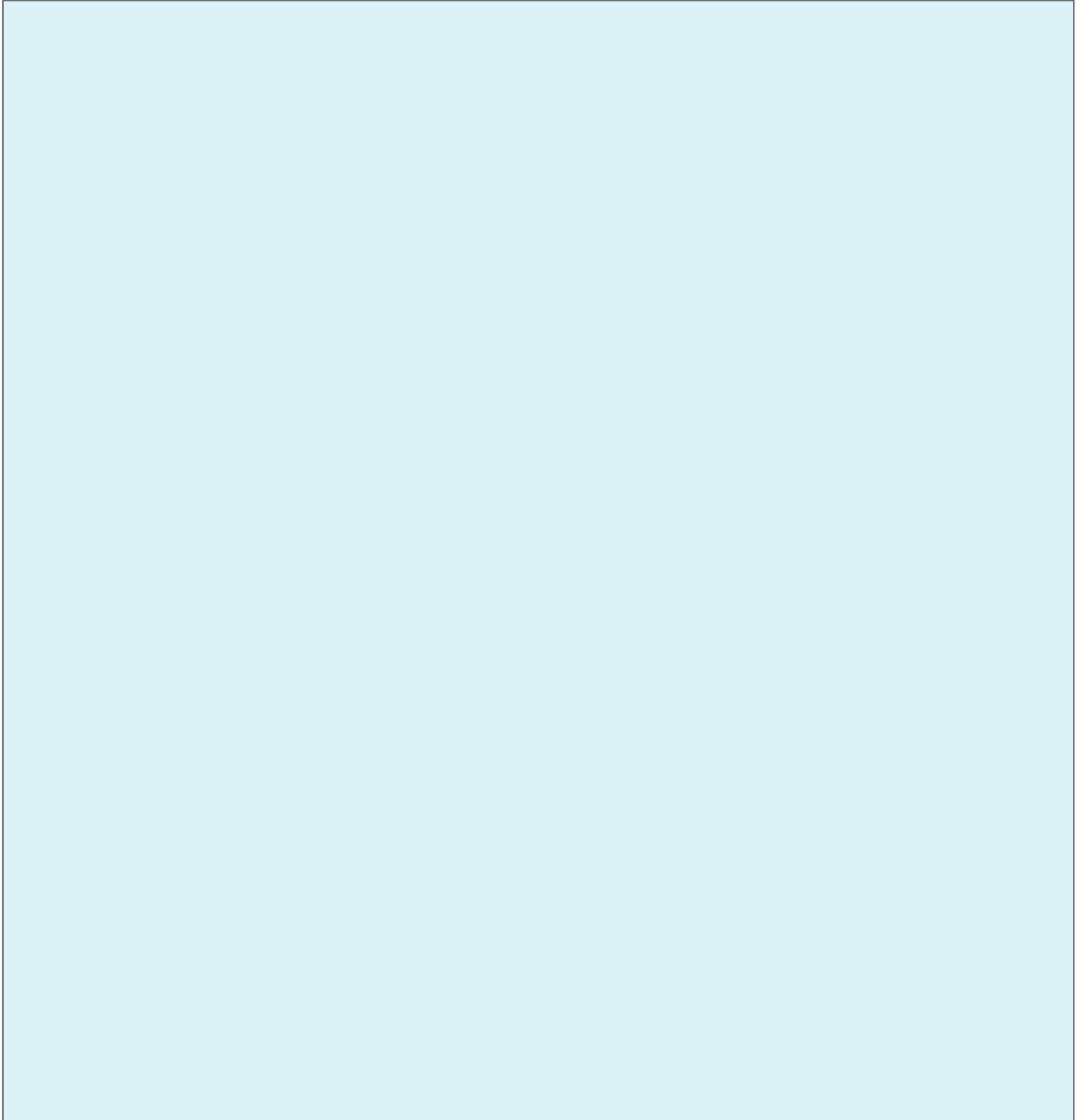
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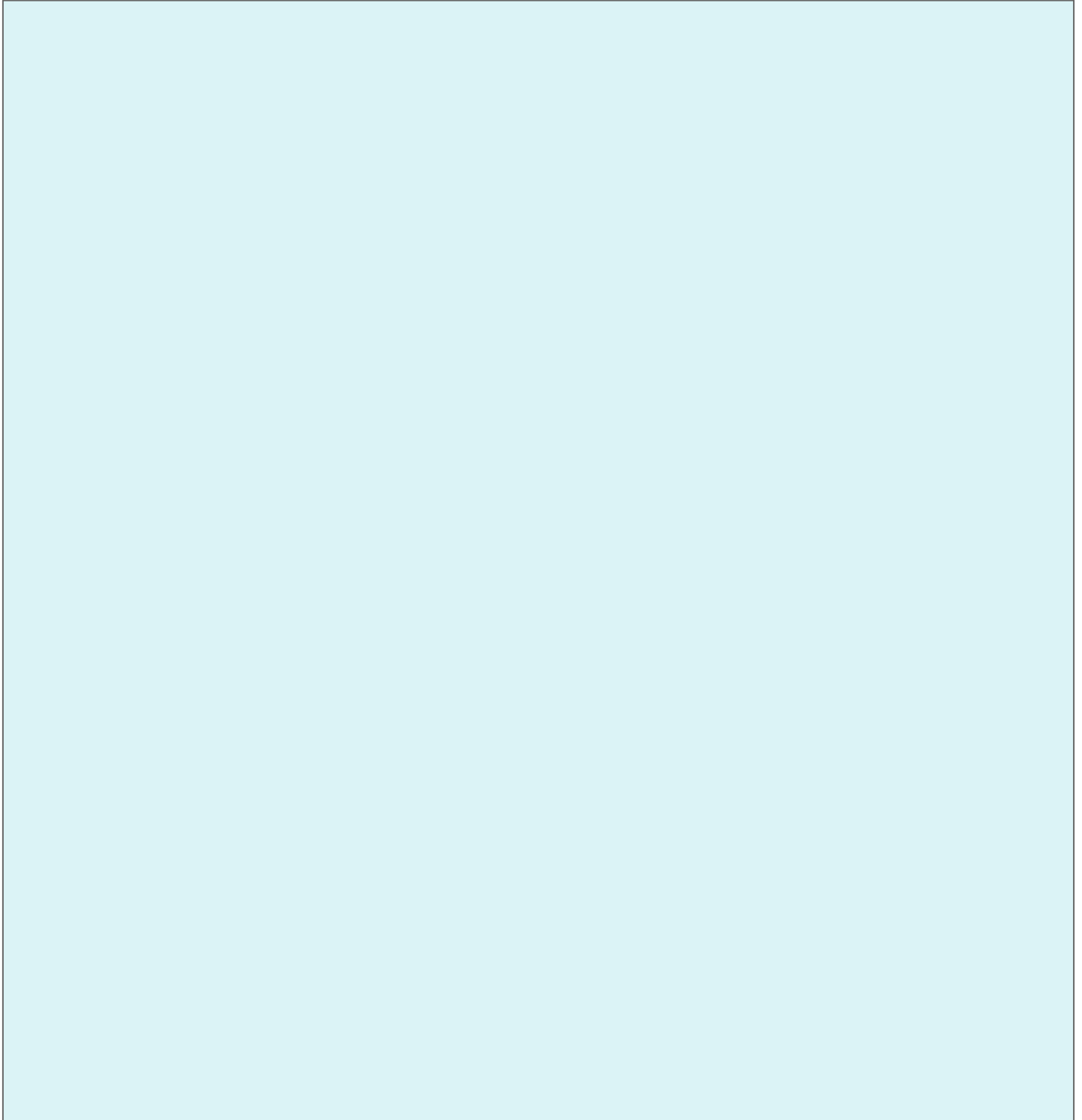
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## YOUR MINDSET UNLOCKED REFLECTIONS



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