



USAID
FROM THE AMERICAN PEOPLE



Women's Global Development
and Prosperity Initiative



Growth Mindset



BY DR. DEAN PAX LAPID

With a fully conceptualized business ideas, the WEs have introduced their product/service in their respective local market primarily thru brick & mortar channels of trade. With access to DTI Negosyo centers, the WEs have registered their businesses and continuously looking for programs to build their business & their brands.

This first mentee module of WGDP gives a framework for “Mindset Change” towards GROWTH. Attending this MINDSET MODULE will move you to increase your sales revenue & over-all performance of a “ready product”.

This GROWTH module focuses the woman entrepreneur herself with the following highlights that:

- Growth is seen in 3D
- Mind traps block the growing process
- “GROWS” planning is a must.

INTRODUCTION TO GROWTH MINDSET

I know that most if not all of you including myself WANT more out of our QUARANTINED life. We have been experiencing limited mobility since the Covid pandemic started in February 2020.

Are you getting THINGS done on what you want to do for FAMILY & BUSINESS? Do you want to see more and do more? Do you want to SELL more & lead more? IF THE ANSWER IS YES...What then is getting in your way? What is limiting you? If you do not know what is limiting you, how will you remove it? REMOVE IT with POSITIVITY!!

I wish for you to discover your PASSION, because when you do, you will be unstoppable. You will not even be able to stop yourself; procrastination will fade away & ACTION will take over.

I wish for you to discover your reason WHY...The reason WHY YOU MUST. The reason WHY you do everything you do. Who is it for? What blessings must you give?

I wish for you to create your own greatest LIFE.

Your best-ever LIFE... wishing for your greatest potential

Remember: If it is worth the prize it's worth the fight. Endure the journey with your eyes on that prize

I wish for you to become RICH. Not rich in money terms... (that will follow). I mean RICH in spirit. RICH in joy. RICH in presence. RICH in LOVE. Rich in great relationships with amazing people who love & care for YOU.

I hope you become TRULY RICH... in your soul.



What Makes a Truly Rich Business?

Is it about innovation?

Finding your niche market?

Making sure that your customers are happy?

Getting the right business partners to manage the business?

Getting your return on investment as early as possible?

Yes, it is all the above plus more.

So HOW do you start to GROW?

A Truly Rich Business Starts with You and Is Up to You! The first step in starting your business journey is to know yourself and ask the question:

- “What do you really want?”
- “Will your running business fulfill some things that you really want?” (Lifestyle)
- “Will your running business give you a sense of meaningful purpose or direction?” (Mission)



I have seven (7) aspirations that I really want, (It is in my “Novena to God’s Love” that I pray every single day.) but I will share for now two of them.

1. To be mentally, physically, and spiritually fit such that I’m able to be a significant blessing (in terms of time, talent, and treasure) to my family, friends, and the spiritual community I love and care for.
2. To guide and mentor others in their quest for success, especially in business, so that they may prosper themselves and their families, and eventually help prosper others, particularly the underprivileged.

(By the way, all our aspirations for the family and our financial wellness, if focused and given action, become reality. It is just a matter of time.)

A Truly Rich Business Is a Self-Expression of:

- Your passion or dream
- Your God-given gifts
- Advocacy to help others or promote nature.

If you are honest and serious enough to define what you really want:

- You must WORK ON the FRONT LINE to get it.
- When you WORK ON it and there is no guarantee of success on the short-term (which means a couple of years).

Subconsciously, your mind will tell you that you do not have the time or that you'll do it when you retire or you'll do it if you find someone to work with to manage the business.

Bottom line: "I'm lazy to GROW the business."

When I used to be Dean of an entrepreneurial school, I only gave three grades:

Good (Going), Great (Growing) and Goofy (Groping).

In my business class, you cannot get just a passing mark. Anything less than good is inadequate.

NO GUARANTEE OF SUCCESS?

Subconsciously, your mind will tell you that it is embarrassing to my friends and my family if I fail, especially if I'm already a successful & respected in the community. The statement tells me that I could lose my palda (skirt) —there's too much risk.

Bottom line: "I'm afraid to get into business."

I can still remember my grandmother, Lola Julia (she was a pretty Spanish mestiza), telling me always: *"Una vida con miedo es como la vida medias."*

(Oops, Spanish 101. Don't worry, I will interpret in English.)

"A life lived in fear is a life half-lived."

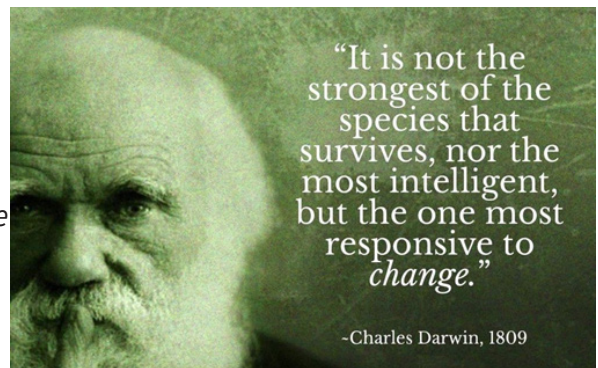
Here is another quote from a grandfather (not mine):

"The primary difference between rich people and poor people is how they handle fear."

- Robert Kiyosaki

GRIPE or SURVIVE & THRIVE

According to Charles Darwin (Theory of Evolution) said *"It is not the strongest of the species that survives, nor the most intelligent but the one most responsive to change."*



DEAN QUOTES

You need to make a CHOICE to take a CHANCE for your life to CHANGE.

"If YOU always do what YOU'VE always done, YOU'LL always get what YOU'VE always gotten."

TODAY I want to help you do something new—and get somewhere far-reaching.

As we embark on this **WGDP Digital journey**, I want to give you two thoughts:

1. Change does not have to be drastic to be effective.
2. Change is necessary for you to reach your potential.

I want to help each & everyone of you expand your business thinking and your marketing ability.

I want you to accept the digital challenge of releasing the power of your business potential and changing your life. Are you willing to do that?

If so, the process begins with awareness, it also begins with an open mind towards learning.



A lot of people want to GROW & make a better life for themselves, unfortunately:

- They stay in their **comfort zone & safe zone**
- They have a lot of **fears & excuses**
- Many do **not want to commit mistakes** for fear of embarrassment
- Many are **lazy to learn new skills** needed for the challenge
- Most **do not know how to plan** which direction to go.

GROWTH IS SEEN IN “3D”

When it comes to your business dreams, 3D is the formula that means:

Direction (goals and focus) + **Determination** (perseverance) becomes **Destiny** (your dreams fulfilled in Digital with Drill masters & DTI mentors).

Direction will drive, not deter who you can become. You will encounter detours and difficulties along the way, but with clear goals and focus, you will achieve your dream.

Deepen your dreams with determination because delays are inevitable. With time, it will define the best in you.

Remember that the success of your dreams is not final — it must be sustained for it to be considered successful. So, failure along the way is not fatal. You may fail today but press on to succeed tomorrow.

There is a rare disease that blurs your dream. It is called “excusitis.” When we were young, my parents warned us about appendicitis, but not about excusitis. According to old folks, you get appendicitis when you rush your meal then hurry back to do a strenuous activity.

Excusitis is acquired when you rush your dream then hurry back to fear or laziness. It is a mental disease that generates dozens of reasons you will not and cannot do the task. Excusitis are the many will not and can’t trapped in your mind.

As the Filipino saying goes,

“Kung ayaw, maraming dahilan. Kung gusto, maraming paraan.”

(If you will not, there are many reasons; if you want, there are many ways.)

fundersandfounders.com

by Anna Vital

How To Never Give Up

on becoming an entrepreneur

stay alive
Say you are 30 now.
You got about
60 years,
say it takes 3 months
to do a big project.
That's $60 \times 12\text{mos} / 3 =$
240 SHOTS
at success!
As long as
you are alive
anything is still
possible.

lower your expectations
Michael Jordan
missed
over
300
important
shots.
99.99%
of success
took TIME.

stronger
You are
stronger
than you
think.

persist
Stuck in
the weeds?
" try
lots of
different
things."
- Paul
Graham

fake it
Fake
success
before it
is real.

don't compare
Careful.
This can
kill you.
Don't
compare
yourself
to people
who
already
succeeded.
They have
their own
story.
You don't
really
know
that story.

the dip
Right
before
success
you will
face
the worst.

YOUR GOAL

Have you fallen into these mind traps?

Assumption trap: Do not worry growing is automatic. (Bahala na lalaki ka rin)

I used to cuddle my grandson Franco. From the last big family Christmas celebration (he was just 5 months old) plus the four months of Community Quarantine – I was surprised to see him outgrow his baby crib. Children seem to grow their bodies automatically without us really knowing what is happening within.

I believe, we carry this ‘auto-growth thinking

into adulthood’. In business, we assume that hanging around routine activities will lead to growth. Business is very different from busyness.

Knowledge trap: “I don’t know how to...” (Hindi ko alam)

Many businesspeople that I know learn from the University of Life (not ULTRA – University of Life Theatre & Recreational Arena). The University of Life is the school of hard knocks & hard work. Experiences especially difficult ones teach us lessons – then we change for the better...sometimes worse. If you yearn to earn...you must yearn to learn.

Timing trap: “It’s not the right time to begin.” (Hindi pa napapanahon)

Inspiration trap: “I don’t feel like doing it.” (Parang hindi ko ramdam)

NOWHERE to NOW HERE. The former gets you nothing. The latter gets you to be somebody.

NOW is the time to start growing. Think about what it is that you want to do. Whom do you really want to be? Make a list of things & skills that will help you reach your growth potential. JUST DO IT. (ala NIKE)

We Find Ways (as BDO promises)

You Deserve Better (Security Bank says)

No Mask No Entry (Security guard insists) ...LOL

Mistake trap: “I’m afraid of making mistakes.” (Takot ako magkamali)

Growing can be a messy business. It is admitting that you do not know the answers (you can ask of Google or call a friend)- you are bound to commit mistakes.

KNOWING YOU KNOW WHAT YOU DON’T KNOW is the path to improvement.

If you want to grow, you need to remove the fear of committing a mistake. Expect to commit mistakes & failures along the path of growth.

As a father watching my sons start to walk, they stumble, they cry but you encourage them to get up & move...sometimes helping them...sometimes letting them be their own.



Perfection trap: “I should find the best way before I start.” (May hinahanap pa akong style)

You do not begin when you are good. The begin & dig in to be good. This TRAP is the twin of the Mistake Trap. There is no PERFECTION in any situation...no perfect couple...no perfect job...no perfect vacation...more importantly no perfect business. Everything in this world is created to be nurtured/ to evolve into the better version of the original.

Business is driving into unfamiliar territory at night. The roads are not all lighted...there are bumps & road holes that hit you. Only by moving forward, a little more of the road is revealed until you reach your destination. Growth is not the destination.

IT IS THE JOURNEY.

Comparison trap: “Others are better than I am.” (Naku mas magaling ang iba)

When you are starting, you will always be behind & trying to catch up with the leaders. This is the reason why you need training (for the skills) & mentoring (for adjusting to the standards).

When I was beginning to play golf, I always prayed. First not to hit the caddy (twice already did I hit my caddy, one with the ball while the other time with my club...LOL) I would always hit the ball behind (more soil than the ball...I was a farmer rather than a golfer)

You can only learn if others are ahead of you. You will discover that good mentors are willing to share their ideas. Be glad that others will help show the way.

Expectation trap: “I thought it would be easier than this.” (Sabi mo madali lang. Bakit nosebleed ako)

Growth towards your potential does not comes easy. Climbing to the top is not a paved roadway. Stop thinking about MORE WORK rather start thinking about WHAT WORKS.

Stop thinking can I rather start thinking how I. can
Stop thinking one store rather start thinking many stores.

Trap can be short for “Thousand Reasons, Assumptions, Problems.” And fear means “false expectations appearing normal.” Instead, you should turn fear into “full of energy, actions, and resources.”

Remember that if you are trapped in fear, your dream will not appear.



Make sure your BUSINESS GROWS

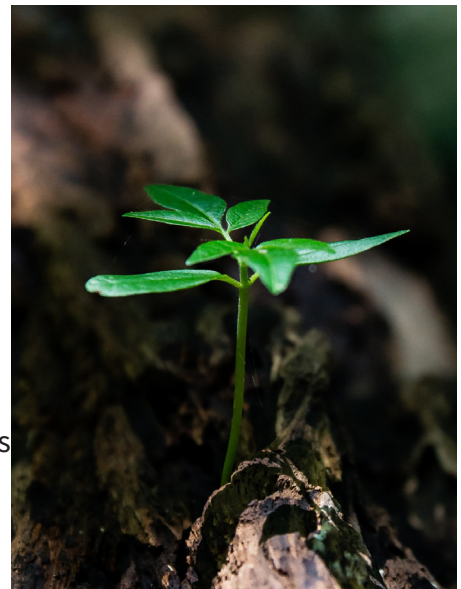
First key is “G” = GOALS. Goals are clear towards a daring dream not a daydream.

Success is a function of Goals. The reckoning is not where you started but it is how you evolve. Dreams are seen in 3D.

3D: Direction (Goals & Focus) + Determination (Perseverance) becomes DESTINY (your cocktail of Life’s dreams fulfilled)

Direction will drive not deter who you can become. You will encounter Detours & Difficulties along the way but clear goals & focus it will not destroy your dream.

Deepen your Dreams with Determination as some delays might happen. With time, it will Define D’ best in you.



The second key is “R” = RESULTS. Results of recent years is important as a reference point for anything to grow. You start with your past business performance

This key will put you back into reality. The honeymoon (6-12 months) period for business is over.

The challenging period or testing the water is happening now in Covid times. The heat is on and you now know how deep the crisis is before you.

How will you know if you are successful in the NEW NORMAL? Are you suffering in finance and doing some sort of penance?

Are you getting your ROE (Return on Equity, not just Return on Ego)?

The third key is “O” = OPEN YOURSELF TO THE WORLD.

Crisis is the combination of danger & opportunity. All opportunities with have a corresponding trial. Growing the business is about seeking opportunities (with managed obstacles)

Your first version of the business idea (business model) is not meant to win. There will be struggles, disappointments and failures to a point of break-up or break down.

Crisis situations will test your commitment beyond NEGOSYO START (lots of interests, intention, initiation & integration).

Open yourself to what the world, to what the customer is saying.

The fourth key is “W” = WORK PLAN (for growth)

If you fail to plan, you plan to fail. What you write/describe, you monitor. What you monitor you manage. What you manage, you multiply.

During your start-up it was all about an idea fit towards a solution. Then as the business grew it was the founder’s vision fit plus product fit to the market

As you want your NEGOSYO to GROW...your business model must fit the market needs.

Eventually you need to do a 3-5-year plan for growth.

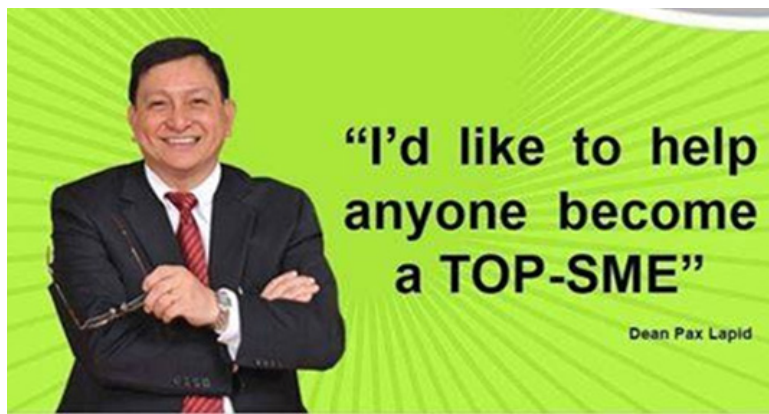
The last key is 'S' = STAY IN THE ZONE. (Sustain Success)

Going thru NEGOSYO START, you took the phase "Getting into the entrepreneur zone". Then you acted with determination to start the ideation into a business. You took the initiative and actions quickly.

Once into the entrepreneurial zone, you have to "Stay in the Entrep Zone". You must stay focused on priorities; you must continue to learn new skills. You have stay positive throughout all circumstances & crisis

Staying in the zone makes your company productive, profitable as a prelude to your transition to your next generation.

LAST NOTE



*The probability of your business/venture celebration
Started with the belief of your idea & sweet aspiration
Combining it with laser focus and careful application
You still must now sustain it with courage & determination
Wishing you well towards your business digitalization*

GROWTH is personal...you need to make a choice to take a chance or your life will never change.

GROWTH is possible...everyone can change. If there is a will there is a way. Alone you can go fast... together we can go far

GROWTH is profitable...you will be rewarded when you start making the change.

There are only two kinds of failure: thinking without action & action without thinking. The former is dreaming while the latter soon will be screaming.

It is true that whoever endures the journey with eyes on the prize...becomes that WE (Woman Entrepreneur) wise on the rise.

***This EBook is prepared by the ITSPAC training team. www.it-spac.com**

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