

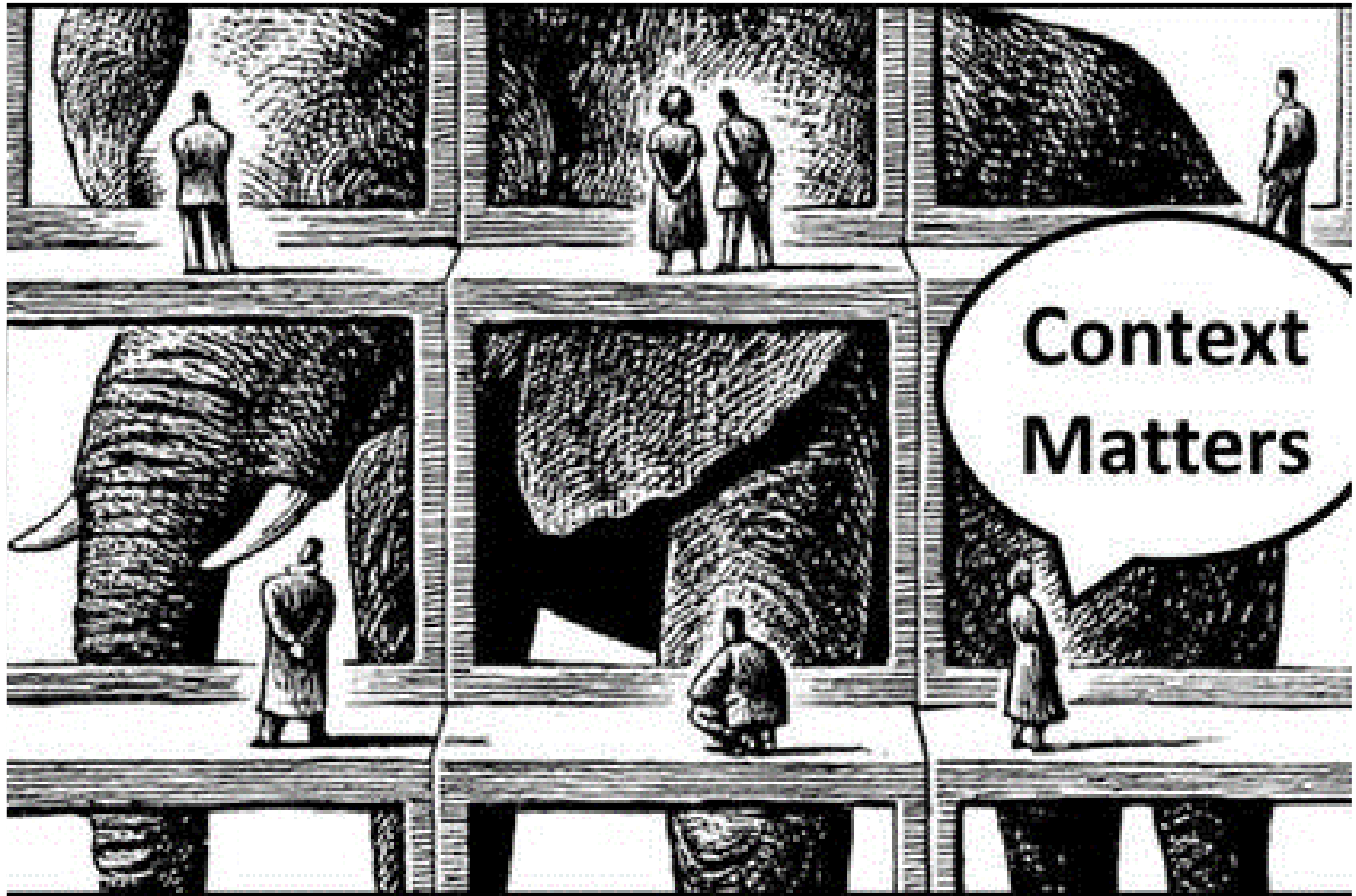


Transforming  
Business *for* Good

# Developing a **Growth** Mindset

GLOBAL  
LEADERSHIP  
CONSULTANTS

Consulting | Development | Coaching



OXFORD LEADERSHIP

A LIVING RESEARCH PROJECT

# REDEFINING LEADERSHIP FOR THE FOURTH INDUSTRIAL REVOLUTION

DISCUSSION PAPER



GLOBAL LEADERSHIP CONSULTANTS



L'ORÉAL



SpencerStuart



# Employee Advocacy Benefits for the Entire Organisation

**40%**

more likely to be  
perceived as  
competitive

**57%**

more likely to get  
increased sales  
and leads

**58%**

more likely  
to attract top  
talent

Source: Altimeter and LinkedIn



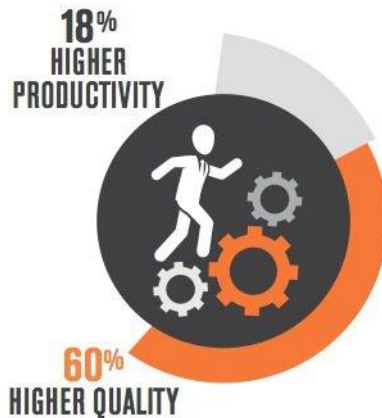
## PROFITABILITY



Companies in the top quartile of engagement scores had **50% HIGHER TOTAL SHAREHOLDER RETURN** than the average company.

(Aon Hewitt)

## PRODUCTIVITY



Engaged employees have **18% HIGHER PRODUCTIVITY** and **60% HIGHER QUALITY** than underengaged employees.

(Insync Surveys)

## CUSTOMER SATISFACTION



Companies with highly engaged employees score between **12% AND 34% HIGHER IN CUSTOMER SATISFACTION RATINGS.**

(Vance)

## QUALITY



Among Fortune 100 companies, there was a **1,000% DECREASE** in errors among engaged versus disengaged employee populations.

(Gonring)

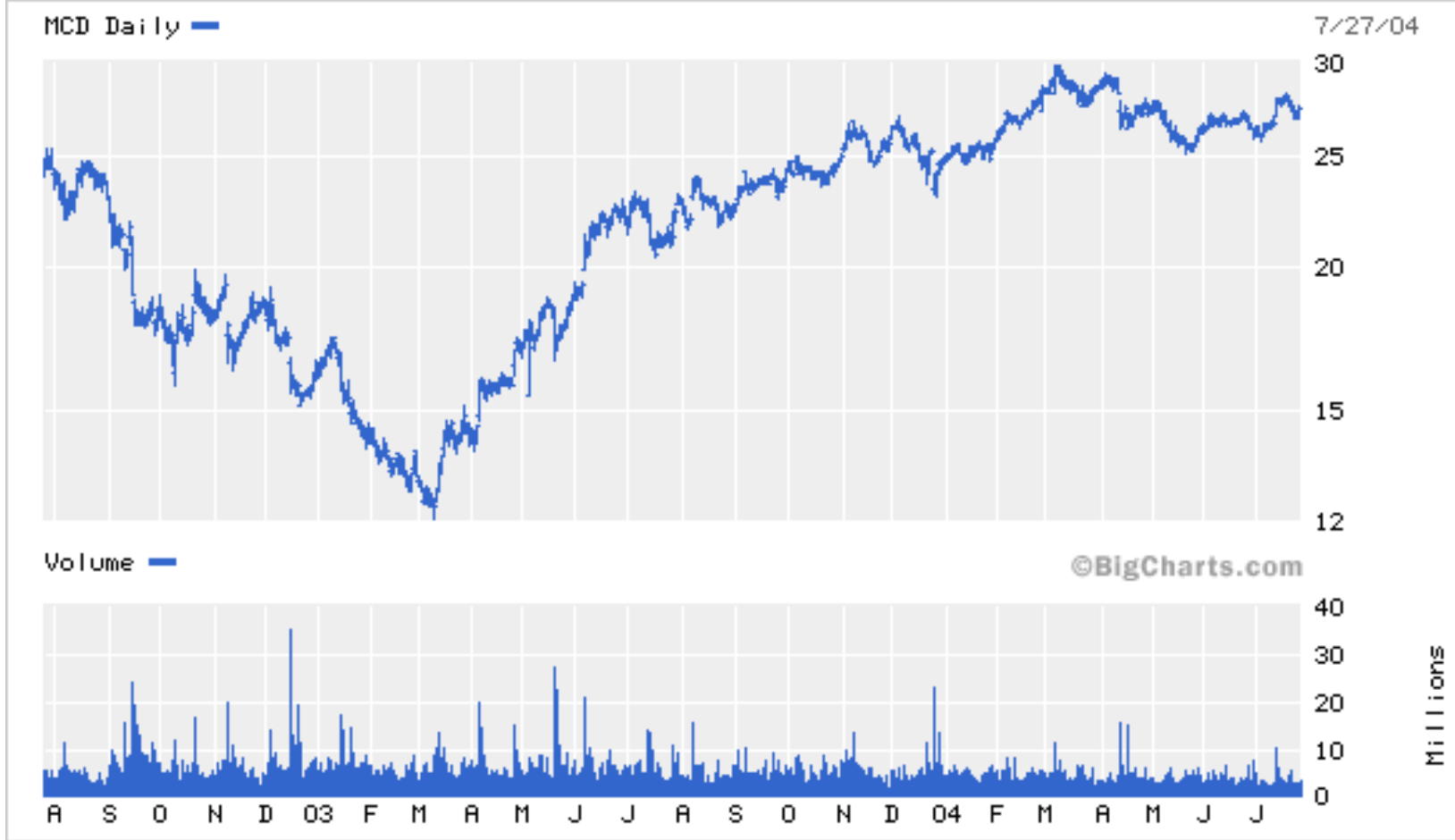












"Failure is an opportunity to grow"

## GROWTH MINDSET

"I can learn to do anything I want"

"Challenges help me to grow"

"My effort and attitude determine my abilities"

"Feedback is constructive"

"I am inspired by the success of others"

"I like to try new things"

"Failure is the limit of my abilities"

## FIXED MINDSET

"I'm either good at it or I'm not"

"My abilities are unchanging"

"I don't like to be challenged"

"I can either do it, or I can't"

"My potential is predetermined"

"When I'm frustrated, I give up"

"Feedback and criticism are personal"

"I stick to what I know"

**I've learned that people  
will forget what you said,  
people will forget what you did,  
but people will never forget  
how you made them feel.**

**MAYA ANGELOU**