

WALL STREET JOURNAL
bestselling author

Success Factors

ICE CREAM THERAPY

Comes
With a **7-DAY**
**MINDSET
CHALLENGE**

WES BERRY

keynote speaker | wordsmith

***Business
Quick
Reads***
Series Volume 2

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ICE CREAM THERAPY And 7-DAY MINDSET CHALLENGE

By: Wes Berry

Alice asked the Cheshire Cat which way to go. He responded that it depends on where you want to end up. She said she did not know, and the cat said, “Then it doesn’t matter which direction you take!”

You need to make a conscious decision to be a positive person. If not, you'll find yourself following the crowd of negative people. However, negative thoughts attract negative outcomes, and positive thoughts attract positive outcomes. Henry Ford once said, "Whether you think you can, or you think you can't— you're right." I have found that a positive mindset is fundamental to both happiness and success. You decide who you want to be by choosing which path you will take. And when my mindset slips onto that negative path, you'll find me remembering a lesson I learned in line at a Dairy Queen.

Allow me to borrow from my earlier writings. In my book *Big Things Have Small Beginnings*, I describe an encounter at a Dairy Queen that helped me realize the impact mindset can have on how you interpret the world around you, and how by simply adjusting your mindset,

you can open yourself up to new avenues of success.

As I waited in line to order my ice cream, two adults stood in front of me. One of them was really starting to bug everyone—myself included—asking dull questions to everyone around her. “Is this your first time here?” she asked. “What kind of ice cream do you like? Are you gonna get it with different toppings on it?”

This went on and on, going against the long tradition of standing quietly in line, minding your own business and not bothering other people. I was already pretty annoyed when she started loudly complaining about her ice cream, about how she ordered sprinkles but didn’t get the sprinkles and where were the sprinkles and . . .

Finally, after what seemed like a million years, the other woman received her ice cream, then escorted what turned out to be her 35-year-old

daughter to a table, so they could enjoy their ice cream.

That was the first moment I realized that her daughter was mentally disabled, and I mentally slapped myself on the side of the head. I had completely misunderstood the situation. I was so busy judging this woman based on my preconceptions of how you're supposed to wait in line for ice cream that I had ignored the reality of the situation.

In that moment, I realized just how powerful your mindset can be. For me, my mindset was that I wanted to enjoy my ice cream, my treat to myself on a broiling, Michigan summer day, and I felt like this woman was making it almost impossible. But once I learned more of the facts, I realized I was being kind of a jerk, all because I hadn't considered the fact that there were other points of view on the same situation.

I had judged this woman to be a failure, someone who hadn't learned the rules of how to behave properly in society. In reality, she was a tremendous success. I can't imagine how much effort and energy it had taken her and her mother to get to the point where her disability was so inconspicuous that I didn't even notice it.

Developing a positive mindset starts with understanding that the world is full of different viewpoints. When you open yourself to hearing

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other perspectives, it can have a huge impact on how you look at the world. You gain a deeper sense of how other

people function, what their values are, and how they pursue their goals, and that can give you a better perspective on how you work.

You don't have just one viewpoint, either. Depending on the time of day, who you're around, and if you've just had a big meal or you're getting hangry, you can look at the same person or the same situation in completely different ways.

Think about looking at yourself in the mirror. Some days, you feel like a million bucks, and your reflection looks amazing. Other days, you might be disappointed about something, or maybe you didn't sleep well, and all you can see are the bags under your eyes, the emerging gray hairs, and—wait, are those wrinkles?!

A positive mindset is a critical part of any successful journey. Along the way, you'll encounter a number of situations, both positive and negative. The trick is to learn how to find the positive side of every situation. It's not quite that simple, of course. When you flip a coin, sometimes you're going to lose. But you can flip the coin again

and again, until you get the results that you want. Developing a positive mindset is about learning how to keep flipping that coin.

Let's take a look at how a positive mindset helped two friends develop a thriving business.

Ben and Jerry's

Ben & Jerry's is a household name in the ice cream industry, known for its unique and flavorful ice cream combinations. However, what many people may not know is the story behind the company's success and the mindset of its founders, Ben Cohen and Jerry Greenfield. Their mindset played a crucial role in the company's growth and success and helped them develop strategies to overcome the many challenges they faced.

Ben & Jerry's was founded in 1978 by Ben Cohen and Jerry Greenfield in Burlington,

Vermont. The two childhood friends had always dreamed of starting a business together, and they decided to pursue their passion for food by opening an ice cream parlor. They completed a correspondence course on ice cream making from Pennsylvania State University and invested \$12,000 in their business, which they named Ben & Jerry's Homemade Ice Cream.

Their first location was a renovated gas station, and they opened with just four flavors of ice cream. However, their unique and creative combinations, such as Cherry Garcia and Phish Food, quickly gained popularity, and they began to expand their business. In 1983, they opened their first franchise in Shelburne, Vermont, and by 1987, they had expanded to over 220 franchised scoop shops across the United States.

Mindset of the Founders

Ben Cohen and Jerry Greenfield were both known for their unique personalities and unconventional approach to business. Their mindset was characterized by a strong sense of social responsibility, a focus on creating a positive impact on society, and a commitment to treating employees and suppliers fairly.

Cohen and Greenfield believed that businesses had a responsibility to give back to the community and support social causes. In 1985, they launched the Ben & Jerry's Foundation, which donated 7.5% of the company's pre-tax profits to social and environmental causes. They also implemented a policy of sourcing their ingredients from local and sustainable sources, which they believed would benefit both the community and the environment.

Their focus on social responsibility and sustainability resonated with consumers and helped to differentiate the company from its competitors. By taking a stand on social issues and supporting causes such as marriage equality and climate change, they were able to build a loyal customer base and create a positive brand image.

Their mindset was also focused on treating employees and suppliers fairly. They implemented a policy of paying all employees a living wage and providing them with benefits such as health insurance and paid time off. They also worked closely with their suppliers to ensure they were paid fairly and had safe working conditions.

Their commitment to treating employees and suppliers fairly also helped to create a positive work environment and a culture of loyalty and dedication. This translated into high-quality products and excellent customer service.

The mindset of Ben Cohen and Jerry Greenfield played a significant role in the success of Ben & Jerry's.

Challenges and Strategies for Overcoming Them

Despite the success of Ben & Jerry's, the company faced several challenges over the years. One of the biggest challenges was maintaining the company's culture and values as it grew. As the company expanded, it became more difficult to maintain the same level of personal connection with employees and suppliers, and there was a risk of diluting the company's values and mission.

To overcome this challenge, Cohen and Greenfield worked hard to create a strong corporate culture that emphasized the company's values and mission. They implemented training programs for new employees and franchisees that

emphasized the importance of social responsibility and sustainability. They also established a system of checks and balances to ensure that the company was adhering to its values and mission, including regular audits of suppliers and franchisees.

Another challenge the company faced was competition from larger, established ice cream brands. To overcome this challenge, Ben & Jerry's focused on innovation and creativity, constantly introducing new flavors and combinations that were unique and different from anything else on the market. They also focused on creating a strong brand image that emphasized the company's commitment to social responsibility and sustainability.

One of the biggest challenges the company faced was when it was acquired by Unilever in 2000. Many loyal customers and employees were concerned that the acquisition would lead to a loss

of the company's values and mission. To overcome this challenge, Cohen and Greenfield negotiated a unique agreement with Unilever that allowed them to retain control over the company's social mission and values. They also established a board of directors to oversee the company's social mission and ensure that it remained true to its values.

The success of Ben & Jerry's can be attributed to many factors, but the mindset of its founders, Ben Cohen and Jerry Greenfield, played a crucial role. Their commitment to social responsibility, sustainability, and treating employees and suppliers fairly helped to differentiate the company from its competitors and build a loyal customer base. Their focus on innovation and creativity helped to keep the company relevant and competitive in a crowded market. And their ability to overcome challenges

and maintain the company's values and mission, even after being acquired by a larger corporation, demonstrated the power of a growth mindset.

The story of Ben & Jerry's serves as a powerful example of how mindset can impact the success of a business. By adopting a growth mindset and focusing on social responsibility, sustainability, and treating employees and suppliers fairly, businesses can differentiate themselves from their competitors and build a loyal customer base. By embracing innovation and creativity, businesses can stay relevant and competitive in a rapidly changing market. And by maintaining a strong sense of values and mission, businesses can overcome challenges and achieve long-term success.

"But Wes," I hear you saying, "keeping a positive mindset never lasts!" But neither does that fresh out of the shower feeling—that's why we

make it a daily habit. A positive mindset isn't something you can will into existence and hope it sticks. It takes daily practice and a commitment to embracing the concept of positivity itself.

Let's take a look at another great example of a positive mindset: Henry Ford.

Some of the Biggest Successes Started as Real Failures

In 1863, Henry Ford was born on a farm. Specifically, it was his father's farm, and while his father did well enough for him and his four siblings, Henry never aspired to life as a farmer. Instead, he showed an aptitude for mechanics, teaching himself to repair timepieces, run steam engines, and understand the ins and outs of mechanical design.

Ford became an engineer at the Edison Illuminating Company in Detroit in 1891, where he experimented with designing and building

gasoline-powered cars. He soon opened his own company, the Detroit Automobile Company, which quickly folded. So, he opened a second company. He went bankrupt twice.

Undeterred, Ford knew automobiles were the future of American transportation. He persisted in following his vision, eventually attracting investors in what would be his most successful venture: the Ford Motor Company.

In 1908, Ford released the iconic Model T, which by the 1920s would be so common that more than half of Americans learned to drive in one. And in 1913, Ford introduced the moving assembly line, dramatically increasing the number of cars he could produce while decreasing the already low price.

Ford didn't invent the automobile. He wasn't the inventor of the assembly line. He did not create the five-day work week, or any of the other ideas he incorporated into his business model. What

he did do was have a vision of his business and learn how to effectively communicate that vision to others. Henry Ford was an innovator, yes, but that innovation was due to one thing: his positive mindset. And history is full of successful failures. In fact, I don't know of anyone who never failed.

The fear of failure has prevented more success than actual failure has.

So how do we develop that positive mindset, exactly? Well, it works a little differently for everybody. But the important thing is that it's possible for everyone to change their mindset, to grow into the kind of positivity that makes you more likely to achieve your goals. Here are six learnable techniques you can use to help empower you to adjust your mindset, allowing you to deliver maximum results.

1. Positive Affirmations

In 1991, comedian Al Franken appeared on Saturday Night Live as the host of a self-help television show called “Daily Affirmations with Stuart Smalley.” Sporting a blue cardigan and a bright yellow button-down shirt, Smalley would become well-known for his catchphrase, a personal affirmation he delivered to himself in a mirror: “I’m good enough, I’m smart enough, and doggone it, people like me!”

While these sketches played Smalley’s affirmations for laughs, it turns out that there’s actually a lot of evidence that shows starting your day with a personal, positive affirmation can have a very tangible effect. According to psychological studies,¹ self-affirmations can help lower anxiety while also improving performance on a wide range of tasks.

When you take the time to start your day with a positive self-affirmation, you're taking a concrete step toward fighting the negativity and pessimism you might not even realize you feel. Sometimes, those feelings of worthlessness and apathy can build up over time, so slowly that you don't even know they're there. You might just feel miserable one day, and not even know why. A daily affirmation of your worth can go a long way in fighting those feelings.

But what's even more interesting about these affirmations is how they affect how you react to failure. Studies show that people who give themselves positive affirmations tend to be less stressed out about making mistakes. They still care, of course, but they're less likely to feel intense anxiety about the mistake. Instead, they're more likely to be able to move on from the mistake,

learning whatever lessons are available and applying them to the future.

Try this: find somewhere you can get a good look at yourself. Whether it's a bathroom mirror or your iPhone selfie camera, take a moment to really look at yourself, without judgement. Oftentimes, we don't actually look at our reflection to see what's there—we're too focused on what's wrong, or what we need to do to "fix" ourselves. Instead, just take a look at yourself, and see what you see.

Then, once you've really looked at your image, say something positive to yourself. Tell yourself how good you feel, how smart you are, or how attractive you look today. Don't worry if it feels strange or ridiculous—it is. But that's okay, and that's why it stays just between you and your reflection.

Tell yourself that you're going to have a good day, or that you're going to achieve your goal, or even that you'll make it through the day feeling good about yourself. You'll be surprised how much of a difference this kind of personal positivity can have on your entire day.

2. Learn from Your Failures

When it comes to failures, there's no better person to think of than Thomas Edison. What's that? Edison, who was a huge success and gave America the light bulb, record players, and motion pictures? Yet Edison knew plenty about failure. His teachers called him stupid, and he was fired multiple times for failing to perform. And his list of experiments and inventions are littered with thousands and thousands of missteps, mistakes, and failures of every kind.

Don't say that to Edison, though. The way he saw it, there was no such thing as a failure. "I have not failed," he told a reporter, "I've just found 10,000 ways that won't work." For Edison, who was one of the first to apply the scientific method to the process of invention, every failed experiment was really a success: "Results! Why man, I have gotten lots of results! I know several thousand things that won't work!"

Let's face it. You're going to fail, and probably not just once or twice. It's nothing to be ashamed of. Success requires taking risks, and when you take risks, there's always a chance for failure. That's what makes it a risk.

But failure isn't always a bad thing. Much like how Edison says his failures were really discoveries, your mistakes are an opportunity for learning. Any time you fail, you have a choice: you can treat that mistake as just another in a long line

of failures, or you can embrace the opportunity to learn from your mistakes.

In fact, according to a study from the University of Arizona, a certain amount of failure isn't just okay—it's ideal. If you succeed all the time, then chances are you aren't taking enough risks or challenging yourself to grow. Too much failure, and you can get discouraged.

Research from cognitive psychology professor Robert Wilson says the sweet spot for failure is 15%.² If you can succeed around 85% of the time, you're pushing yourself enough to maximize the returns on your efforts without sliding toward despair. Although in baseball a batter fails much more than he succeeds. Babe Ruth had a lifetime batting average of .342 and Ty Cobb holds the record with .366. So fear not, for failure is just part of success. Winners never quit and Quitters never win.

Recently during an interview, I was asked if I had any regrets. My answer was, “Yes, I regret not failing more often.” You see, Reggie Jackson holds the record for the most career strikeouts by a batter with 2,597. While Sammy Sosa had 2,306 strikeouts and Alex Rodriguez had 2,287, and yet by any measure these guys were great players of the game.

To put it simply, it’s good to fail sometimes. But in order to effectively develop the positive mindset that’s going to help you succeed, you need to treat those mistakes not as failures, but as chances to learn, to make yourself better. In other words, it’s not a failure at all—it’s an opportunity.

3. Focus on the Good, Not the Bad

When I was in my early twenties, I married and divorced in a span of just a few years. At the time, my divorce seemed like the worst failure

possible, and I sunk into a deep depression. Now I can tell you that my divorce was honestly the best thing that ever happened to me. As a result of that divorce, I eventually met and married my present wife, the finest human being I have ever known. With her, I became the father of my four sons, which I count as both my greatest blessing, and my most prized accomplishment. Sometimes what looks like the worst possible thing can turn into being your greatest blessing.

As a thought experiment, let's think of all the things that might go wrong during your typical day. Maybe you got up, made yourself a lunch, and left it on the counter as you made your way to work. Perhaps traffic is at a standstill on the highway. Or maybe you were planning on enjoying time on your deck this evening, but the clouds opened up right as you left work, and it doesn't look like it's going to stop any time soon.

As you go through your day, it's basically guaranteed that you're going to go through ups and downs. What marks someone with a positive mindset is how they react to those moments.

Dr. Sonja Lyubomirsky, in an article for *Psychological Bulletin*, writes that in studies on more than 275,000 people, a positive outlook is most frequently correlated with success.³

*Worrying is praying
for something to
happen that you
don't want.*

“When people feel happy, they tend to feel confident, optimistic and energetic and others find them likeable and sociable.”

Dr. Lyubomirsky is answering a classic chicken or the egg problem: *are people happy because they're successful, or are they successful because they're happy?* If we acknowledge the findings of this study, that it's happiness that drives

success, then it opens a pathway for us to make happiness, or positivity, a central focus of our lives.

When bad things happen, you have two choices for how you're going to react. You can wallow in misery, wondering why bad things always happen to you, or you can try and look for the bright side of the situation, the metaphorical silver lining.

Let's take our hypothetical day. You left your lunch at home. You could be mad at yourself and let it ruin your entire day, or you can embrace the opportunity. You could try a new restaurant near your workplace, or even better, go out with some of your coworkers and build some camaraderie.

Was traffic bad as you drove to work? What a great chance to catch up on a podcast or an audiobook! You could load up a music playlist and jam out to some tunes. Or maybe you can take the

opportunity to mentally work through a problem that's been bothering you and try to find a solution.

What about the rain? Maybe you can't go out on the deck, but you can still enjoy your evening at home. You can put on that new movie that just came out on Netflix, or kick back and read a book. Or you could go out somewhere, grab a drink with a friend or a significant other, go see a movie, get some ice cream . . . the choice is yours.

In each of these cases, the problem hasn't changed, and you're still the same person—the only thing that's changed is the framing. And that's one of the keys to developing a positive mindset. You have to learn to frame your reality in a way that allows you to turn a potential setback into something positive.

Of course, it's going to take some practice. You can't just stand up and say, "I'm positive now! All bad things are now good!" It's an ongoing

process, and there are a few ways you can maximize your efforts to keep your positive mindset going.

First, listen to your language. Just like I mentioned earlier, it's surprisingly easy to slip into negative thoughts, and once you do, they can reinforce each other and make it harder to stay positive. But when you listen to yourself, you can start to catch these moments of negativity, and that gives you the chance to reframe it into a positive light. "I'm bad at something" becomes "I can be better at something," while "That was a wasted effort" turns into "That approach wasn't as effective as I'd like—I'll try something different tomorrow."

Second, it's important to realize what you can control, and what you can't. You can't control a traffic jam. You can't undo a mistake that's already been made. And only supervillains

can control the weather. Speaking of supervillains, have you ever noticed how much Jeff Bezos looks like Lex Luther?

When you recognize what you have no control over, you'll start to see that you do control how you react. While it's important not to give up too much control and let things simply happen around you, when you focus on adjusting your reactions to events in a positive way, you'll be able to frame those frustrating events as something you can actually deal with, rather than something that just happens to you.

Finally, you should take the time to celebrate your small wins. What does it mean to win? Well, that's up to you. But if you define a win as something major and life-defining, then I challenge you to broaden your definition. A win can come any time you overcome a challenge, no matter what that challenge is. It could be as big as

getting a promotion, or as small as taking a deep breath instead of yelling at a driver who just cut you off. When you celebrate the wins, you cement that attitude change, ingraining that positive mindset deeper into your brain.

4. Visualize Your Success

Ask just about any event planner, and they'll tell you the secret to their success: visualization. When you're planning events, whether it's a child's birthday party or a 500-guest wedding, it's vital to visualize how your event is going to succeed. By taking the time to mentally proceed through the event step-by-step, planners are able to anticipate needs, troubleshoot potential problems, and effectively pace the event.

Of course, visualization works in almost every situation, and it's an especially powerful tool for developing a positive mindset. A basketball

player shooting free throws, a manufacturing manager ensuring they meet their quota, and a CEO planning out targets for the next year all benefit from taking the time to visualize their success, gaming out all of the moves and the potential pitfalls they might encounter.

I've even crafted business cards with titles I hadn't yet obtained and locations not yet opened and carried them in my wallet until I achieved what those cards symbolized. When you visualize your success, you're trying to see the future. By taking the time to conscientiously, meticulously, and painstakingly see yourself succeeding, you'll not only avoid making unnecessary mistakes, but you'll also establish a clear vision to pursue.

5. Look for the Humor

Dwight D. Eisenhower was a natural leader. From along the Mexican Border during the Pancho

Villa Expedition when he received his first command and was chosen to lead an Infantry's Company, to serving as Supreme Allied Commander in World War II, through his two terms as president, Eisenhower helped shepherd America through some of its most turbulent times. As president, he fully integrated the armed forces, helped establish the Interstate Highway System, and saw the admittance of the final two American states, Alaska and Hawaii.

As a leader, Eisenhower never relied on charisma or intense speeches. Instead, he understood the value of creating motivation without coercion, or as he puts it: “Leadership is the art of getting someone else to do something you want done because he wants to do it.”

An important part of Eisenhower's leadership strategy was to never take himself too seriously. While it was important to remain focused

on achieving his agenda, he believed that “a sense of humor is part of the art of leadership, of getting along with people, of getting things done.”⁴

Think about that for a moment. Eisenhower, five-star general, leader of the Allied forces in World War II, straitlaced president for eight years, believed in finding the humor of a situation, and never taking himself too seriously. But it doesn't take much effort to see that he's right.

It's all too easy to take yourself too seriously, and when that happens you increase the pressure on yourself by a hundred times. Every move you make takes on added significance, and each mistake is magnified out of proportion. And this tends to rub off on others around you, too.

That's why it's good to relieve any unnecessary pressure by learning to laugh at yourself and your situation. No matter how badly things are going, no matter what problems you're

experiencing, there's almost always a way to look at it from a different angle and find a way to laugh about it.

That's not to say that you shouldn't take things seriously. When you're traveling the road to success, there are constant challenges that will continue to pop up, and you'll need to treat them with the seriousness they deserve. And if and when you meet a challenge you can't overcome directly, you'll need to reassess your approach.

But even these situations can be viewed with a sense of humor, especially after the fact. For instance, think about how good a story this will make in the future, to tell while you're sitting with friends or business acquaintances, swapping war stories and building relationships. Or if you're in the middle of a tense situation, being able to point out the absurdity of your situation is a great way to break the tension and quickly find a resolution.

One of the best stories I tell is about the time I had a half-million dollars stolen from me. To make a long story short, someone had re-routed our credit card deposits to a bank in Las Vegas. My banker contacted me and wanted to know if I was mad at him. Yet I didn't understand that they thought we were in the process of changing banks since our daily deposits had dropped. Days later I figured out what had happened. The real rub was they got away with a half-million dollars. Fortunately, the processor eventually reimbursed me. What else can you do but laugh about it?

More than anything, learning how to find the humor in yourself and your situation is a critical skill in developing your positive mindset. Laughter is a powerful stress reliever, and it can help build relationships with others, making those bonds stronger through a shared experience. Laughter is infectious, and the more you're able to laugh at

yourself, the more likely others around you will find the humor as well.

6. Surround Yourself with Positive People

For the most part, the previous tools for developing a positive mindset have been focused on looking within. However, surrounding yourself with positive people is an important part of building that mindset.

As you probably know, humans are social creatures. We crave being around other people, even if there are times when we feel like we'd rather be alone. And this social drive makes sense. It's what's helped us grow into the dominant species on the planet. Fossil records show that ancient humans helped care for the sick and injured, and this sense of compassion and care is one of the major factors that separates us from other species.

In a study published in BMJ, political scientist James H. Fowler discovered that to a large degree, our happiness is dependent on those around us, up to three degrees removed from us (so, friends of friends of friends).⁵ If we surround ourselves with unhappy people, then we're likely to be unhappy. But if we choose to spend our time with

*You need to put
yourself in the same
room as those who
can lift you up.*

happy people,
then there's a
much higher
chance that we'll
be happy
ourselves. So,

you are the sum of those you associate with. If your friends are drunks, you are probably a drunk also. Likewise, if your circle is filled with positive, successful individuals, you've got a pretty good chance of be a positive and successful person too.

Think about that for a second. Who we become is in large part dependent on those we have around us. That's not surprising, right? Most of us want to spend our time around people that we like, and usually that has to do with finding people who are happy—or at least happy to see us. But when Eeyore comes around and complains about how hard his life is, it's hard not to start feeling down yourself. And if everyone we know smokes cigarettes QED (*quod erat demonstrandum*), you're probably a smoker too.

Because humans are social creatures, we have a tendency to rub off on one another. Just like laughter, negativity can also be infectious, and if you're not careful it can build up over time, making it harder and harder to maintain a positive mindset. But when you focus on filling your social circle with positive-minded people, their positivity will

rub off on you and, hopefully, you can return the favor.

This step, finding and maintaining a positive group of people around you, is probably the most difficult of all of these steps—but it's also the most important. You'll probably encounter negative people in all walks of life, and in some cases, you won't be able to completely break away. Even then, you need to do whatever you can to contain that negativity and keep it from affecting your outlook.

Say, for instance, one of your co-workers can't stop complaining about their job. Day after day, they grumble about their pay, their duties, their boss, and anything else they can think of. You, sitting at the desk next to them, might politely ask them to stop, but if that doesn't work, you'll need to find a way to counteract that negativity.

The best way? Find your own group of positive people, and focus your energy on them. The complainer might be annoying, but when you focus instead on the positive people in your life, you'll lessen their impact on you. And the stronger your positive mindset, the easier it will be to keep that focus.

Conclusion

Developing a positive mindset isn't always easy, but it's absolutely worth the effort. And the best part is that it gets easier with practice. The more you practice being positive, the less you have to work at it. And once that positive mindset becomes ingrained, it opens you up to brand new avenues to success.

No matter what challenges you face, what obstacles arise in your path, what difficulties bar your way, with the power of a positive mindset,

you'll find a way to overcome. It may not be the way you expect, but as long as you approach with an upbeat, optimistic, confident attitude, you'll achieve the results you need.

**ALMOST THE END! YOU STILL NEED TO
COMPLETE THE 7-DAY CHALLENGE!**

7-Day Mindset Challenge

Why Accept this Challenge?

There are five main reasons to accept this 7-Day Challenge, particularly one presented by the author of a book you are reading:

- 1. Personal growth:** By taking on a challenge, you can push yourself to learn and develop new skills, which can help you grow both personally and professionally.

2. Improved performance: A challenge can motivate you to improve your performance and achieve better results, which can benefit both you and your organization.

3. Increased insight: A challenge can force you to focus your attention on a specific area, leading to deeper understanding and greater insight. This can help you make more informed decisions and drive innovation in your organization.

4. Satisfaction of fulfilling a challenging task: Successfully completing a challenge can give you a sense of accomplishment and satisfaction that comes from overcoming obstacles and achieving a difficult goal. This can boost your confidence and inspire you to take on new challenges in the future.

5. Mastering the Secret of Desire: By applying yourself to these challenges you will

complete the journey of discovery that is the promise of this book.

In the case of a challenge presented by the author of a book you are reading, accepting the challenge can also provide a unique opportunity to learn from an expert in the field and apply the insights and strategies presented in the book to real-world scenarios. This can help you deepen your understanding of the material and enhance your ability to apply it in your own work.

Day 1: Monday

Today is the beginning of your 7-day challenge on how to achieve and maintain a positive mindset. Start by understanding that the world is full of different viewpoints. This means that the way you perceive things may not be the same as others. Try to keep an open mind and be more accepting of different perspectives.

NOTES: _____

Day 2: Tuesday

Take some time to practice positive affirmations. Start your day by telling yourself positive things. This can be as simple as "I am worthy," "I am capable," or "I am loved." By doing this, you are taking a step towards fighting negativity and pessimism that you may not even realize you feel.

NOTES: _____

Day 3: Wednesday

Learn from your failures. Instead of dwelling on your mistakes, focus on the lessons that you can learn from them. Thomas Edison, a great inventor, had many failures but he learned from them and persevered. When you encounter failure, remember that it is an opportunity to learn and grow.

NOTES: _____

Day 4: Thursday

Surround yourself with positive people. People who have a positive mindset can help influence your own mindset. Spend time with people who uplift you, encourage you, and inspire you.

NOTES: _____

Day 5: Friday

Practice gratitude. Take time to appreciate the good things in your life, no matter how small they may be. This can be as simple as being grateful for a good meal, a kind word, or a beautiful day. Focusing on what you have instead of what you lack can help shift your mindset towards positivity.

NOTES: _____

Day 6: Saturday

Stay present in the moment. Don't worry too much about the past or the future. Instead, focus on what you can do right now to improve your situation. Being present can help reduce anxiety and stress, and allow you to appreciate the moment.

NOTES: _____

Day 7: Sunday

Today is a day of contemplation. Take some time to reflect on the past week and how you have been working towards developing a positive mindset. Think about what has worked well for you and what you can improve on. Use this time to set intentions for the coming week and reaffirm your commitment to maintaining a positive mindset.

NOTES: _____

Remember that maintaining a positive mindset is an ongoing practice. These daily exercises can help you build a foundation for a positive mindset, but it's up to you to continue to nurture and grow it over time.

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About The Author

Wes Berry is a Keynote Speaker and Workshop provider with the professional skills and real-life experience to deliver on any stage. He is a keynote speaker and a workshop facilitator who works with Fortune 500 companies like Johnson & Johnson to businesses and associations of all sizes seeking a breakthrough experience. Wes changes lives and transforms organizations by delivering a Paradigm Shift. He has written sixteen business and success books as a TEDx Speaker and a *Wall Street Journal* best-selling author. As an entrepreneur, he built a \$750 million international company that operated in 130 countries.

His business knowledge and communications skills have made him an expert media contributor on many topics, from commercial drone applications to the downsizing of

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