

MINDSET KEY # 4: ACTIVATE THE ALPHA INSTINCT

(HIGHLIGHT SELF-TRANSCENDENT PURPOSE)

It's a goal that is motivated both by an opportunity to benefit the self and by the potential to have some effect on or connection to the world beyond the self

(Yeager & Bundick, 2009; Yeager et al., 2012; see Burrow & Hill, 2011; Damon et al., 2003).

e.g., “build bridges that help people” rather than on content of a goal (e.g., “being an engineer”);

(Massey, Gebhardt, & Garnefski, 2008).

