



Prifysgol Cymru
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BA COMPUTER GAMES DESIGN / BA ANIMATION & VFX

CHANGEMAKERS:

Building Your Personal Brand for Sustainable Employment

What Defines You? (Part 2)



CHANGEMAKERS: Building Your Personal Brand

What Defines You?

Introduction

- **Motivation: Autonomy, Mastery & Purpose**
- **Hard Skills and Soft Skills**
- **Emotional Intelligence and Self-Awareness**
- **Limiting Beliefs**
- **Perseverance, Grit and Sagacity**





CHANGEMAKERS: Building Your Personal Brand

What Defines You?

What Defines You?

Motivation: Autonomy, Mastery and Purpose



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What Defines You?

Motivation: Autonomy, Mastery and Purpose

According to author and speechwriter Daniel Pink, there are three elements of true motivation:

- **Autonomy**
- **Mastery**
- **Purpose**



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What Defines You?

Motivation: Autonomy, Mastery and Purpose

According to author and speechwriter Daniel Pink, there are three elements of true motivation:

- **Autonomy** - To be self-directed, to live our own life
- **Mastery** - Our urge to get better at what we do
- **Purpose** - Why we do it



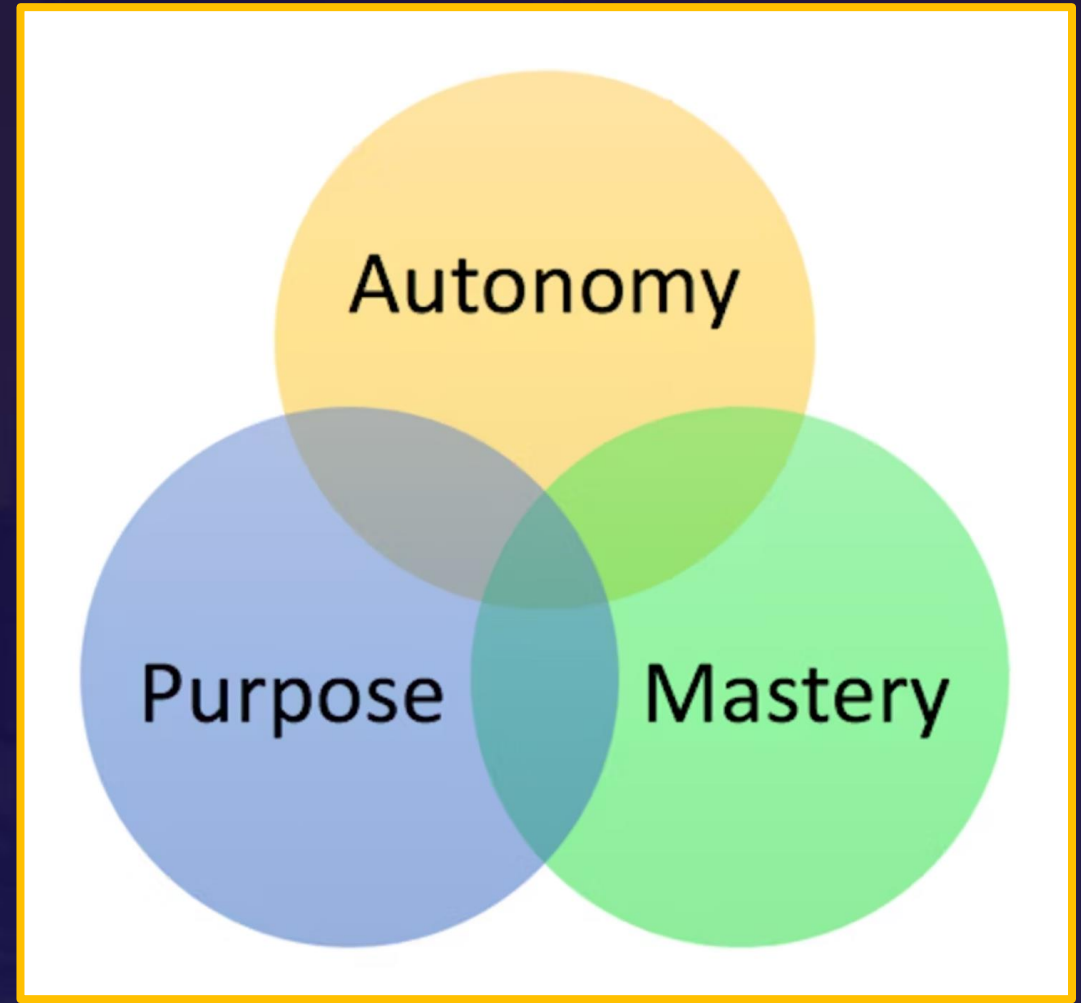
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What Defines You?

Motivation: Autonomy, Mastery and Purpose

Autonomy, mastery and purpose are **equally important**.

When all three elements are considered carefully, we perform at our best.





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What Defines You?

Motivation: Autonomy, Mastery and Purpose: Daniel Pink





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What Defines You?

Autonomy

Autonomy can be defined as **feeling in control** of one's behaviour and destiny. This means you make your own decisions instead of being forced to conform.

Autonomous-intrinsic-motivation means finding something interesting and deeply valuable. Psychological studies show this is a better way to achieve our ambition leading to better performance, engagement, excitement, psychological and physical health.

On the other hand, **extrinsic motivation** – doing something because we feel pressured to – leads to poorer performance, less engagement in activities and has negative consequences on people's psychological health and well-being.



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What Defines You?

Mastery

According to Daniel Pink, **mastery** is the feeling that people have when they **see no limits to their potential** and are **given the tools they need to continue to improve** their skills.

Mastery is the **desire to improve**. If you are motivated by mastery you may see your potential as being unlimited and you'll constantly seek to improve your skills through learning and practice.

This typically means **having an inquiring mind** and the **willingness to experiment** to come up with new and fresh solutions to problems.



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What Defines You?



Purpose

Even the most autonomous, masterful person in the world must have some **fuel** to ensure that they **remain passionate** about their autonomy and mastery.

Daniel Pink argues that this fuel is **having a clear purpose in life** – a yearning to do work in the service of something larger than oneself.

Workers want more from their job than just a paycheck.



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What Defines You?

What Defines You?

Hard Skills and Soft Skills



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What Defines You?

Hard Skills and Soft Skills

The world is becoming increasingly complex and society needs to adopt approaches to be able to rapidly switch when **inevitable change happens**.

An approach to make us **resilient** is to practise skills that **improve our ability to adapt**.





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What Defines You?

Hard Skills and Soft Skills

Those with a **high emotional quotient** (the level of a person's emotional intelligence) are **better equipped in a complex world** as they have better **interpersonal skills**. These are known as **'soft' skills**.

It is these skills that **employers** are currently looking for – more so than **'hard' skills**.





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What Defines You?

Hard Skills and Soft Skills

Examples of SOFT skills:

Examples of HARD skills:



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What Defines You?

Hard Skills and Soft Skills

Examples of SOFT skills:

- Communication
- Teamwork
- Problem Solving
- Organization
- Creativity

Examples of HARD skills:



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What Defines You?

Hard Skills and Soft Skills

Examples of SOFT skills:

- Communication
- Teamwork
- Problem Solving
- Organization
- Creativity

Examples of HARD skills:

- A University Degree / qualifications
- Typing Speed
- Computer skills
- Functional skills
(English, maths, etc.)



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What Defines You?

What Defines You?

Emotional Intelligence & Self-Awareness



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What Defines You?

Emotional Intelligence

Emotional Intelligence is having **the ability to monitor, understand and act upon our emotions**. Emotional Intelligence is an important skill to learn.

Research has shown that the **most successful people** have **high levels of Emotional Intelligence** (Goleman, Boyatzis and McKee, 2013).





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What Defines You?

Self Awareness

One characteristic that forms part of the quadrant of emotional intelligence is **self awareness** and can be defined as:

“The ability to see yourself clearly and objectively through reflection and introspection (Ackerman, 2020).”

Self-Awareness is about **understanding yourself** on the inside and **how you interact with the world.**

How self-aware are you?





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What Defines You?

Self Awareness

You can only grow and develop with any success if you **really understand where you're starting from.**

Self-awareness allows you to see clearly how you fit into a team and why others need you. It allows for **self-reflection**, enabling us to make **better choices.**

How self-aware are you?





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What Defines You?

What Defines You?

Limiting Beliefs



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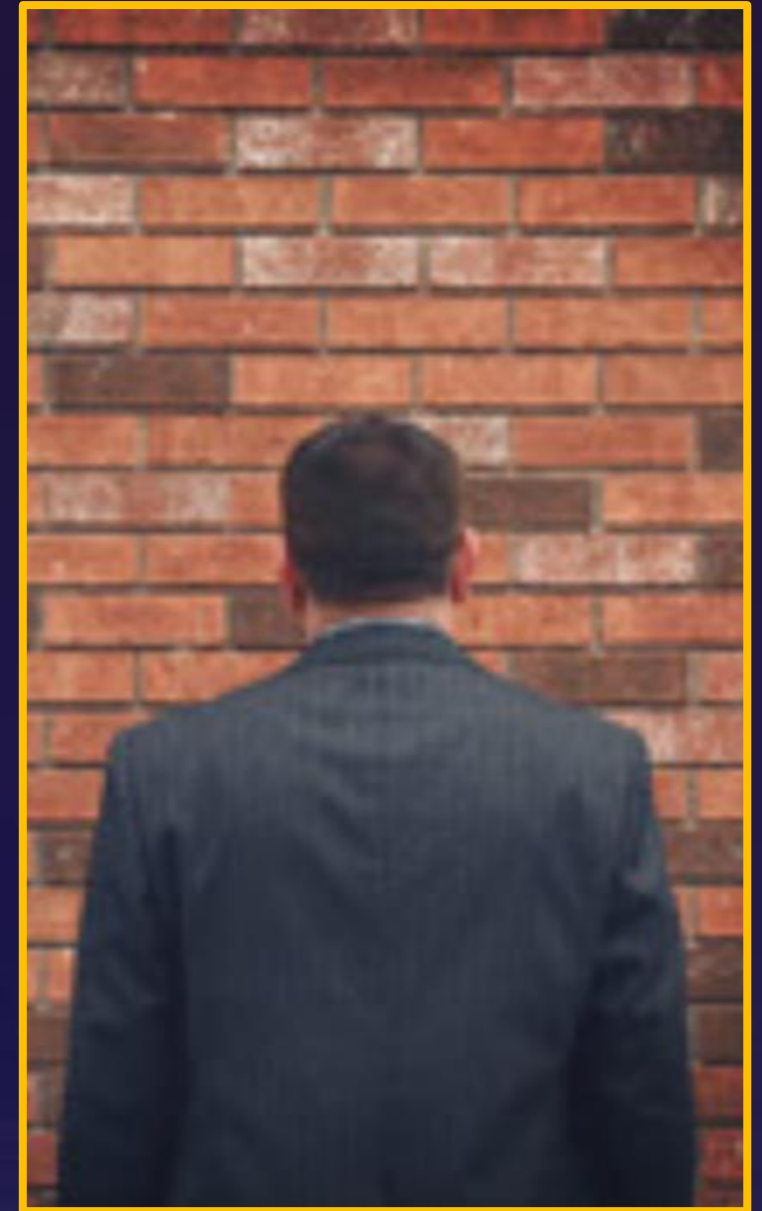
What Defines You?

Limiting Beliefs

Limiting Beliefs are assumptions or perceptions that you have about yourself and about how the way the world works.

Limiting beliefs are ideas that **hold you back** and keep you from becoming the **person you want to be** or from **doing the things you want to do**.

These can have a **negative impact on your success** and in the **achievement of your goals and ambitions**.





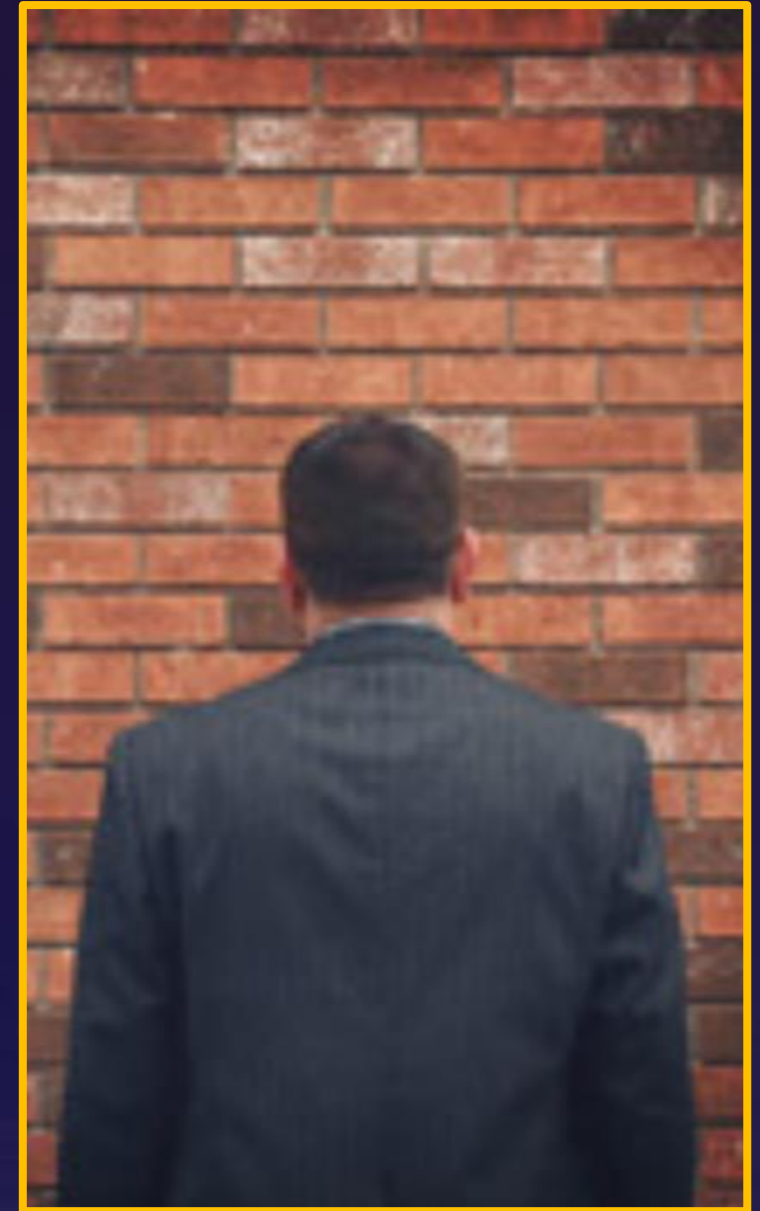
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What Defines You?

Limiting Beliefs

Most of the time, **they are not even true**; they are myths that we let control our lives.

Often **we are not even consciously aware** that we have these beliefs. They exist in our **subconscious**, directing our automatic judgements and influencing our decisions (Good Habits, 2019).





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What Defines You?

Limiting Beliefs

Examples of limiting beliefs include, but are not limited to:

“I am not good enough.”

“I am not smart enough.”

“Other people’s needs are more important than mine.”

“I don’t have enough time.”

“I can’t do that because...”



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What Defines You?

Limiting Beliefs

Examples of limiting beliefs include, but are not limited to:

“I will look silly if...”

“I don’t have the money”

“I’m too old”

“I don’t have enough experience / qualifications”

“Someone else can probably do this better than me”



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What Defines You?

How You Know You Have Limiting Beliefs

If you have ever found yourself saying “**I can’t**” or “**There’s nothing I can do**”, or even if you use words like “**never**”, “always”, “**all**” and “**none**” then you probably have some limiting beliefs.

If you feel that your **life is not going how you want it to** and you feel **helpless** or **hopeless** about it, then you probably have limiting beliefs too.



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What Defines You?

How are Limiting Beliefs acquired?

Limiting beliefs are often acquired in **childhood** through **parenting** and **school experiences**.

They are all informed by all aspects of your background such as **culture, religion and nationality**.

Whilst an adult may have acquired an adult's intellect, they may still be operating from **beliefs acquired at a very young age**, most likely subconsciously or without adult self-reflection (Good Habits 2019, Blackman 2018).



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What Defines You?



How are Limiting Beliefs acquired?

Scott Ventrella suggests that people often respond in a negative way ***'based on our ingrained beliefs that limit our progress'*** and that ***'the key is being aware that self-limiting beliefs exist'***.



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What Defines You?

Recognising and Overcoming Limiting Beliefs

When you notice that you are **experiencing uncomfortable feelings**, stop what you are doing and ask yourself **why**.

- *Why does being around certain people make me feel uncomfortable?*
- *Why do I get angry when I have to go to work?*
- *Why do I feel anxious whenever I have to talk to my boss?*



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What Defines You?

Recognising and Overcoming Limiting Beliefs

It is possible to **change events** in our lives by changing the way we **respond** to them.

The first step is realising that these limiting beliefs **exist**.

Negative thoughts can be **turned into positive steps** towards the achievement of goals.





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What Defines You?

Recognising and Overcoming Limiting Beliefs

Do you think you have any limiting beliefs?

- If so, spend some time to identify what they are.
- If not, how did you prevent these from occurring?





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What Defines You?

What Defines You?

Fixed Mindsets and Growth Mindsets



Fixed Mindsets and Growth Mindsets

Limiting beliefs can mean that you have a fixed, negative mindset about your abilities. You can try to change your limiting beliefs by developing a **growth mindset**.

FIXED MINDSET

When you assume that your personal traits, abilities and skills are static – you either have them or not, and you can't change them.

GROWTH MINDSET

A growth mindset assumes that abilities and skills can be developed.



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What Defines You?

Fixed Mindsets and Growth Mindsets

While people with a fixed mindset tend to **avoid challenges** and **give up easily** when facing obstacles, people with a growth mindset **embrace challenge** and **persist even when failing**, as they see it as an opportunity for growth and development.





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What Defines You?

Positive Self-Talk and Negative Thinking





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What Defines You?

Positive Self-Talk and Negative Thinking: Exercise

Try to come up with some positive self-talk comments relating specifically to yourself and note these down to reflect on later.

For example:

"I am not good enough"



"I was not good enough at that task yesterday, but I know I can do better tomorrow with practice"



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What Defines You?

What Defines You?

Perseverance, Grit and Sagacity



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What Defines You?

Perseverance

Perseverance is a common concept regarding the pursuit of success – often we are told that people who keep trying, no matter what, are the ones who eventually reap the rewards.

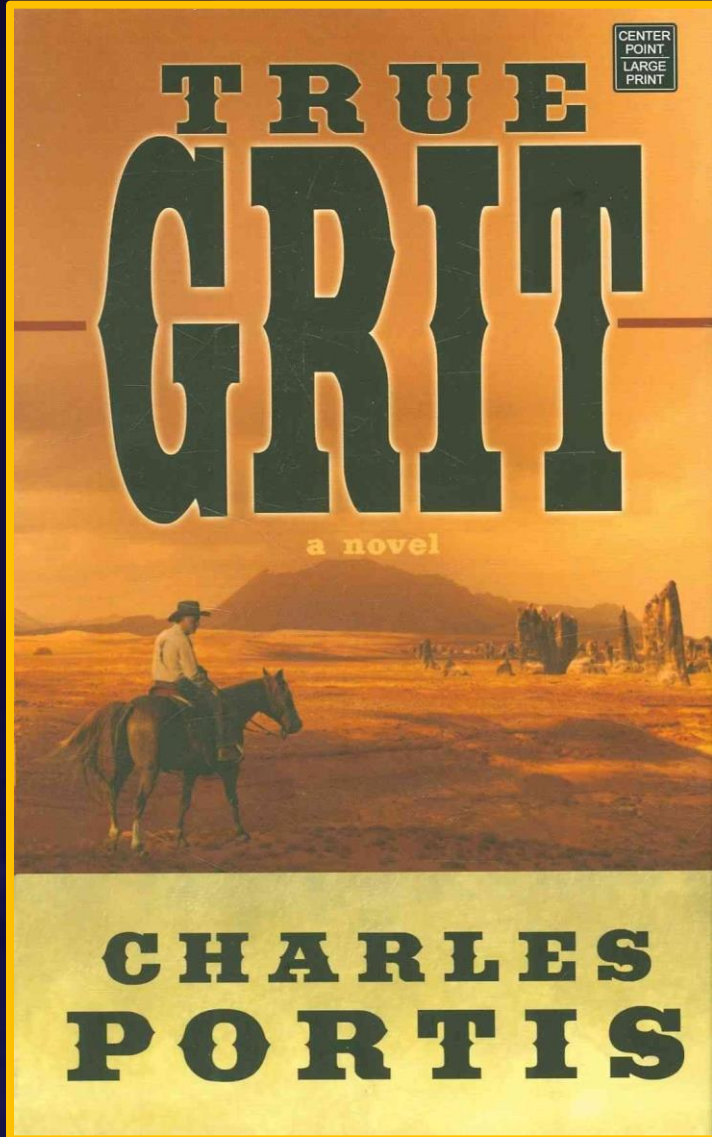
One way to describe perseverance in a person is someone who has **grit**.





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What Defines You?



Perseverance

University of Pennsylvania psychologist Angela Duckworth defines grit as '**passion and perseverance for long-term goals**'.

Grit is NOT talent or luck; it is about having **resilience, ambition** and **self-control** in the pursuit of goals that can take months, years or even decades.

Grit is **holding on tightly to that goal**, even if you encounter obstacles.



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What Defines You?

Improving your Grit

Being talented at something is a **gift**. However, Duckworth suggests that irrespective of any talent you have, you must also develop the **tenacity** to stick at it.

There are four things that can help develop your grit. These are:

- **Practice**
- **Purpose**
- **Hope**
- **Time**



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What Defines You?

Improving your Grit

There are four things that can help develop your grit. These are:

PRACTICE

**Learn as you go;
get feedback from
your experience
and from others
and build on this.**



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What Defines You?

Improving your Grit

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PURPOSE

If you are working
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practising.



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Embrace failure
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HOPE

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TIME

Give yourself
time to practice;
to learn from
your failures and
improve.



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What Defines You?

Sagacity

Another approach to improving grit is through **sagacity**.

Sagacity is **wisdom and insight** that you can hold onto.

It can be inspired by **song lyrics** you have been listening to or **quotes from shows / movies**.

Sagacity is also present in **novels, poetry, spiritual writing** and **quotes from famous people**. It may even be a saying from your family, or one you have created from your own experience.



SUCKING AT SOMETHING
**IS THE FIRST
STEP TO BECOMING
SORTA GOOD AT
SOMETHING.**

JAKE THE DOG - ADVENTURE TIME



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What Defines You?

Resilience

The Practice of **resilience** is made through **trying** and **failing**.



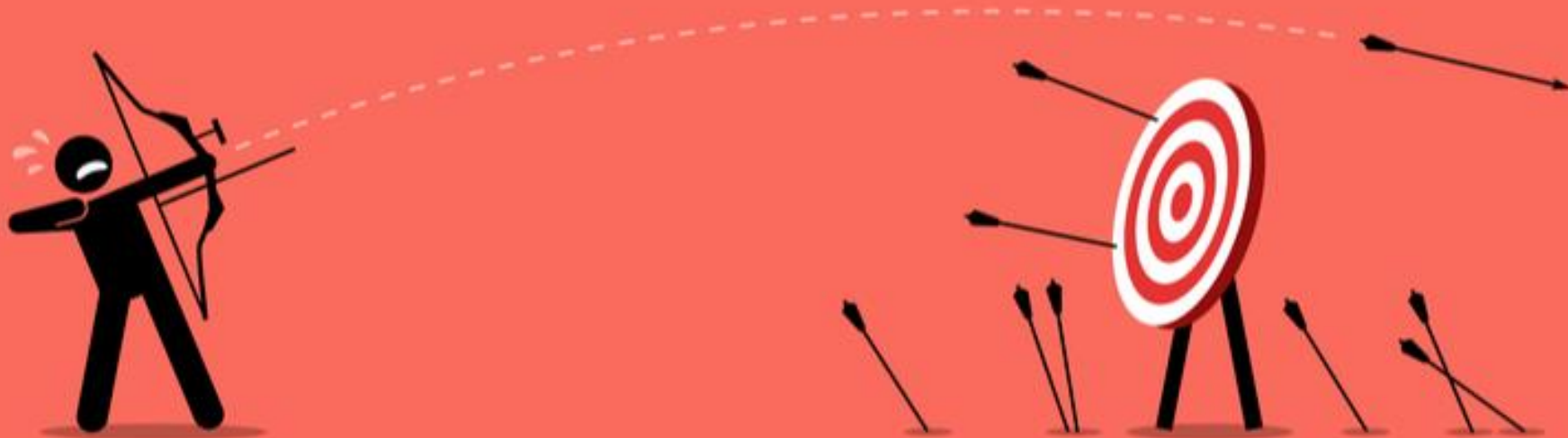


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What Defines You?

Resilience

It is perfectly natural to **react with a wave of negative emotions** when you experience failure. Over time, these feelings will diminish. However, there are some people who seem to **'bounce back'** quicker than others.



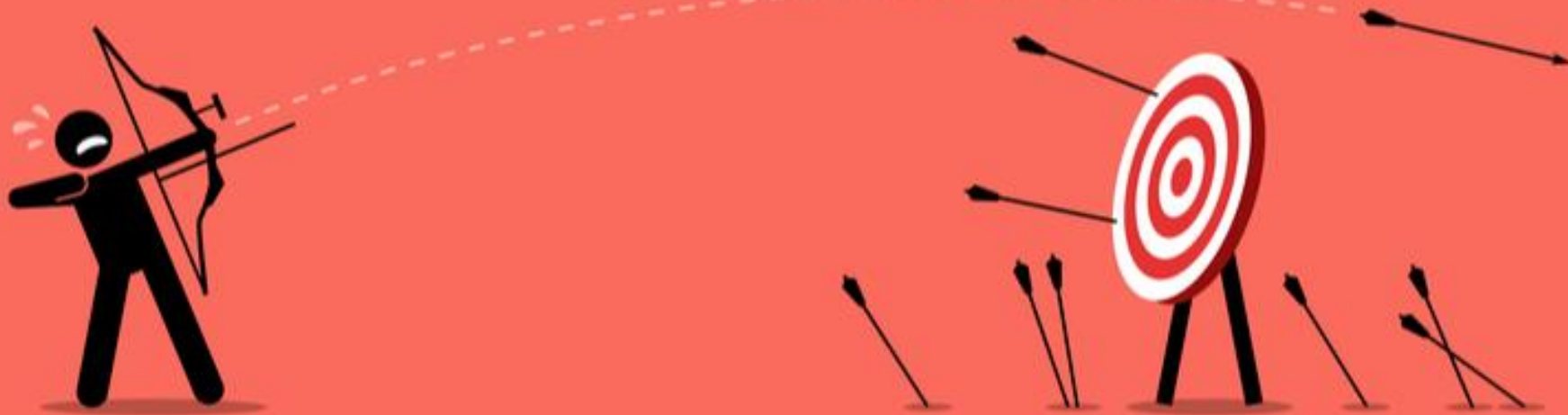


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What Defines You?

Resilience

Garnezy and Masten (1991) suggest that this is down to individuals' capacity to adapt. According to McDonald et al. (2012) state that **anyone can learn and develop their ability to do this.**





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What Defines You?

Resilience

One way of dealing with the negativity of failure is being able to reach back to **positive emotions**.

Mirroring the work we have looked at by Daniel Pink, resilience is also associated with the concepts of **autonomy, mastery and purpose**.

Using these positive approaches can help you to **manage challenging tasks more effectively** and give you the energy to **bounce back**.



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What Defines You?

Difference Sources of Resilience

Self-distancing

Self-distancing is an approach where you envision yourself from a **third person** perspective.

By deliberately practising this technique you can then **consider how somebody else may have worked through the issue.**





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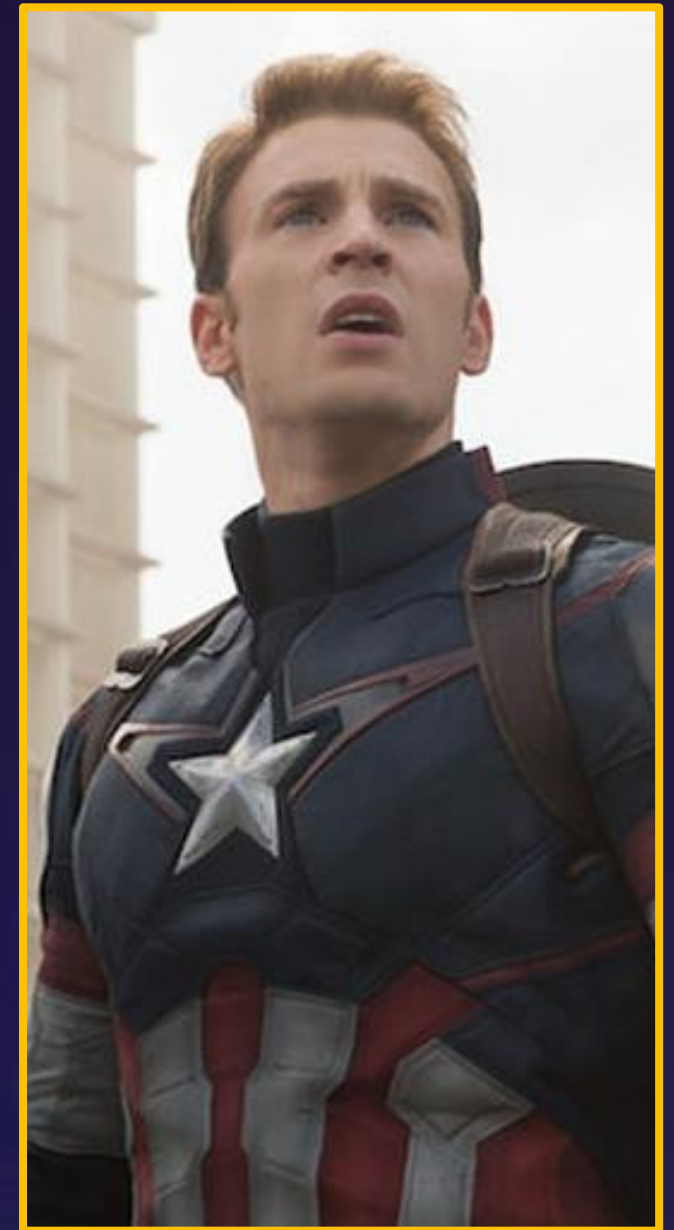
What Defines You?

Difference Sources of Resilience

Movie Inspiration

Another way of developing resilience may be to **identify a hero in a film, television series or other piece of media** that you can draw upon in scenarios that require resilience.

This is a science-based approach to **improving your grit.**





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What Defines You?

Difference Sources of Resilience

Musical Resilience

Music can be one source to acquire the **positive psychological energy** needed to be resilient.

Do you have music that helps you **establish a mood**, such as energised, determined, melancholy, happy, sad?





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What Defines You?

Difference Sources of Resilience: Musical Resilience





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What Defines You?

The Four 'S' Resilience Approach

This tool was created by Dr. Lucinda Poole and Dr. Hugo Albers (2019) who suggest that one way to develop resilience is to **draw on what you have learned from similar challenges in the past.**

The approach evokes past approaches that have worked but may have been **forgotten.**

SUPPORT

STRATEGIES

SAGACITY

SOLUTION-SEEKING



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What Defines You?

The Four 'S' Resilience Approach

SUPPORT

STRATEGIES

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SOLUTION-SEEKING BEHAVIOURS



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What Defines You?

The Four 'S' Resilience Approach

SUPPORT

The people around you who provide **genuine support** in any situation.

STRATEGIES

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What Defines You?

The Four 'S' Resilience Approach

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The people around you who provide **genuine support** in any situation.

STRATEGIES

The ways in which you cope with **negative thoughts**.

SAGACITY

SOLUTION-SEEKING BEHAVIOURS



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What Defines You?

The Four 'S' Resilience Approach

SUPPORT

The people around you who provide **genuine support** in any situation.

STRATEGIES

The ways in which you cope with **negative thoughts**.

SAGACITY

The **wisdom** you have gained from past experiences or from media you have consumed.

SOLUTION-SEEKING BEHAVIOURS



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What Defines You?

The Four 'S' Resilience Approach

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The people around you who provide **genuine support** in any situation.

STRATEGIES

The ways in which you cope with **negative thoughts**.

SAGACITY

The **wisdom** you have gained from past experiences or from media you have consumed.

SOLUTION-SEEKING BEHAVIOURS

The behaviours you have **previously employed** in order to **deal with a situation**.



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What Defines You?

The Four 'S' Resilience Approach

Think about a time recently when you overcame a challenge or setback in life.

SUPPORT

STRATEGIES

SAGACITY

SOLUTIONS



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What Defines You?

The Four 'S' Resilience Approach

Think about a time recently when you overcame a challenge or setback in life.

Support

What supportive people in your life kept you standing when it would have been easier to fall? For instance, did you call an old friend, or ask a teacher for advice, or perhaps a parent or grandparent gave you a pep talk?

STRATEGIES

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Strategies

What strategies did you use to help yourself cope with any negative thoughts and feelings that showed up in response to the difficulty? For example, did you meditate, write in a gratitude journal, go for a walk, listen to a particular song or type of music, or have a massage to release tension?

SAGACITY

SOLUTIONS



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Sagacity

What sagacity helped you bounce back from this difficulty? Sagacity is the wisdom and insight that you hold onto. It can come from song lyrics, novels, poetry, spiritual writings, quotes from the famous, the sayings of one's grandparent, or learning from one's own experience.

SOLUTIONS



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Solution-seeking behaviours

What solution-seeking behaviours did you display to help you actively deal with the problem? For example, did you problem-solve, or seek out new information, or plan ahead, or negotiate, or speak up and voice your opinion, or ask others for help?



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What Defines You?

Any Questions?



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What Defines You?



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What Defines You?

Self-Exploration: Exercise

With the points we have covered in the session, develop the mind map you started in the previous session.

Add and explore the following topics:

- Motivations (what gets you energised and proactive?)
- Goals (what do you hope to achieve in life – personal or professional?)
- Limiting Beliefs (what weaknesses do you feel you have?)

Consider every aspect and include anything relevant you can think of.