



**3 MISTAKES THAT KEEP US FROM**  
**G R O W I N G**

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## THERE ARE A LOT OF **MISCONCEPTIONS** OUT THERE ABOUT GROWTH.

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Some people worship it like it's everything - even when growing hurts us or others (see Wall Street). Others are afraid of it and judge growth as evil (see Occupy Wall Street and me when I judge people going to the gym). While it can be debated whether or not growth is always good, what can't be debated is how it feels when we grow personally. When we get that raise. When we forgive our friend. When we win. When we volunteer. Growing in the things that we care about is one of the deepest pleasures of being alive. And yet too few of us experience the growth we long for.

HERE ARE 3 MISTAKES WE MAKE (INCLUDING ME)  
THAT KEEP US FROM GETTING THE GROWTH WE  
DEEPLY CRAVE IN OUR LIVES.

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# one.

WE USE **PREVIOUS GROWTH**  
AS AN EXCUSE TO NOT PURSUE **FUTURE GROWTH.**

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In 2006, Stanford psychologist Carol Dweck introduced the phrase “growth mindset” into the cultural zeitgeist as a necessary component of success. Since then everyone has wanted to be the kind of person who has a growth mindset. And most people think they are. Most people think they have a growth mindset but they actually have what Carol calls a “**false growth mindset.**” A false growth mindset is where you think you have a growth mindset but you really don’t. Everyone has these false growth mindsets. If you’re reading this, the question isn’t whether you have a false growth mindset, but where?

Ofentimes when people are exploring coaching, I listen for their false growth mindset: the things they value about themselves that excuses them from needing to grow. Frequently, their false growth mindset hides behind their greatest competencies. For example, one time a leader of a billion-dollar company was exploring working with me and she said,

**“ I’m the hardest working person I know. ”**

Now, that may or may not be true. But what I knew at that moment was that her area for greatest growth was

hiding underneath her work ethic.

In fact, her work ethic is what needed improving. She works hard, sure. But as I began asking questions, it turned out that she was avoiding learning how to delegate, avoiding learning how to fire quickly and ethically, and avoiding growing her leadership so that more talented leaders would want to be on her team, helping her accomplish more in less time.

Put another way: she was avoiding work. That’s what lazy people do. But she’d never discovered her own laziness because she was unwilling to admit that it was laziness that was keeping her from growing.

## QUESTION

WHERE ARE YOU  
AVOIDING GROWING  
IN YOUR LIFE BECAUSE  
YOU FEEL LIKE YOU  
DON'T "NEED" TO?

RELATIONSHIPS  
FITNESS  
FINANCES  
SPIRITUALITY  
LEADERSHIP  
VOLUNTEERING

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WE ONLY THINK OF GROWTH IN  
TERMS OF **COSTS BUT NOT BENEFITS.**

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Most people avoid growth, even those who don't think they do. We avoid growth because growth is often painful, and human beings prefer the pain they're currently in over the pain of making things better. We might avoid improving a relationship because it will involve the pain of confrontation, the pain of forgiveness, the pain of spending time working on things, or the pain of spending money on date nights or gifts or couples therapy. We might avoid growing our finances because it could involve the pain of spending less to save or invest more or the pain of spending time to read books or find a money mentor. We avoid improving our fitness because it involves the pain of working out and the time lost to the gym that could be spent eating and watching tv.

One of my clients had a huge dream of running dozens of successful organizations (he already owned and ran several nationally known companies) but he felt stuck. When I asked him what was stopping him, he said, "I don't have enough leaders. I need a leadership pipeline that I can trust to hand over all the ideas I have for companies." What was stopping him from developing a leadership pipeline?

**"Time,"**

he said. We discussed how leadership was the art of scaling time, and he started carving out time in his calendar (spending time in the short term to get time back in the long term) to hire a Chief of Staff

(which cost money in the short term but would make him money in the long term) to begin helping him grow a leadership pipeline to help him achieve his ultimate vision of empowering dozens of leaders to take amazing ideas and turn them into companies that benefit the world. So long as my client was fixated on the time and money it was going to cost, he was never going to make the sacrifices to get him more time, more money, and more impact later than he deeply desired.

The point is when it comes to growth, we often focus more on what it's going to cost us than on what it's going to give us. And this keeps us from taking the health risks to grow.



## EXERCISE

THINK ABOUT THE  
GROWTH YOU'D LIKE  
TO SEE IN YOUR LIFE  
IF ONLY IT WERE  
PAINLESS TO DO SO.

### STEP 1:

Write down all the  
benefits, making that  
change, would get you.

### STEP 2:

Write down how to make it  
as enjoyable as possible, in  
order to get those benefits.

# three.

# 3

## WE FORGET TO MAKE GROWTH **SUSTAINABLE.**

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How many of us have **tried to grow, experienced success, and then our lives retreated back into the rut we were in before we started** (see diets and exercise). This not only happens with our bodies and health but also in our leadership and relationships. We read a book and get excited about a new leadership principle and our teams roll their eyes because we did that last month. And the month before that. And the month before that. Sometimes when we try to grow we unintentionally create a counter-current to our growth in ourselves and in the people around us.

Whenever we start a new habit there is what Seth Godin calls **"the dip"** where we're excited, but then it gets hard and it's not novel or fun anymore and it's boring and so we stop doing it. In order for something to become sustainable - in order for something to become a new permanent fixture in how we live our lives, we have to have the right rituals and relationships in place to support sustainability.

So what to do? Make growth sustainable by enrolling the support and accountability of someone else (preferable multiple someones). This is what gives coaches job security. Part of our job is to give you both the support and the challenge that you need to make growth sustainable.

"I'm the shiny object guy." These words were spoken to me by an amazing leader two years before we ever ended up working together. At the time, he didn't realize that seeing himself that way was both dangerous and changeable. We had a great conversation about coaching and then two years later he called me up and said,

**"I'm ready."**

We started having several conversations a month where he did the hard work of learning to see himself in a new way and by learning to make powerful

commitments and keep them with my support and occasional ass-kicking. We've currently been working together now for over 2 years and he is no longer the "shiny object guy."

In fact, people who had left his company have come back because they heard that he had become a different person. He had cleaned up some bad habits, lost weight, had more energy, and developed the habit of discipline and focus to enhance creativity and ideation, leading to the most profitable years in business he'd ever had, even during the 2020 global pandemic.

This was possible because he instituted the sustainable habit of weekly coaching. He didn't try to change everything overnight. He didn't just start aimlessly attacking change. He slowed down to speed up. He picked a pace that he knew he could sustain and kept adding weight onto the bar until years later he could look back and honestly say that he's a new man.

## QUESTION

**WHAT KIND OF SUSTAINABLE SUPPORT DO YOU NEED, TO ACHIEVE THE KIND OF GROWTH YOU ARE WANTING TO MAKE?**

**STEP 1:** Which of the following people would you like to reach out to for supporting your growth?

**FRIEND**  
**MENTOR**  
**FAMILY**  
**CO-WORKER**  
**COACH**

**STEP 2:** If one of the people you are considering to reach out to was coach, and you would like to explore how coaching could help you grow at an unprecedented rate, we would love to hear from you .

## GROWTH IS ONE OF THE BEST PARTS OF BEING ALIVE.

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At Novus Global, we want people to enjoy the benefits of growth as much as possible. We want people to experience the thrill of growing in their relationships. The surprise at growing their finances beyond what they could have imagined. That they would have a bigger impact in the world than they think they are capable of, and that they'd do all of this in a way that is totally unique to them.

We want that for every leader on earth.  
We want that for every person on earth.  
We want that for you.

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