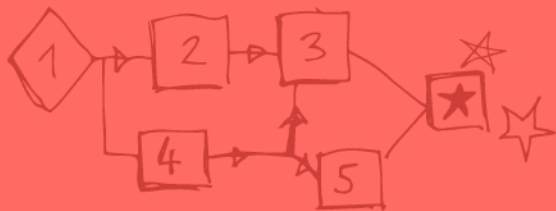# MINDSET
shifts modern leaders

A N D   T E A M S   M U S T   A D O P T   N O W

1 products VS projects

Project management is great for getting things done, **BUT it's often focused on getting things done** on budget, on time and within a specified scope.

This isn't necessarily a bad thing, but sometimes we lose sight of how valuable the thing we're getting done is.

Product-based mindsets keep the focus on the value of what we're delivering.

2 why VS what

When you focus more on **why** you do something as opposed to how or what gets done, **it's far more likely that you'll be satisfied with the outcome.**
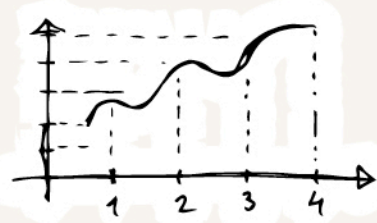
3 complex VS complicated

Complex systems are treated differently than complicated systems. Complicated projects can rely on repeatable plans. **Complex systems— building a new strategy, service or software— require transparency, inspection and adaptation.**

4 evolution VS execution

The best products or services we deliver are discovered over time where a feature or upgrade is tested in the marketplace and the organization has the freedom to respond quickly and accordingly.
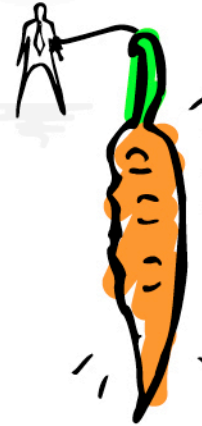
5 with VS for

There's a lot more **benefit** in a style or relationship **where cross-functional teams work together.** If the person who has the authority and capability to understand what gets created next is not part of the team, *then that team is incomplete.*

6 engagement VS compliance

If what you want is "compliance" out of your people, then management is great!

If what you want is engagement, then traditional carrot-and-stick management isn't going to do the trick.

7 feedback VS expertise

Rather than relying on expertise and *"the way it's always been done,"* **we must recognize and value the fact that innovation comes from entering uncharted territory.** This requires fast feedback and high awareness.

8 growth VS fixed mindset

Thanks to Carol Dweck's growth mindset research, we now know that organizations become more powerful when they learn. **Trying to be the smartest person in the room can be detrimental** to the organization and your personal growth.

9 serve VS command

Traditional workplaces value control and command, but this has been switched upside down thanks to complexity. **We must trust the people we have brought on board to deliver value.**

10 trust VS control

Human beings cannot be controlled. We make decisions and take actions that our fellow humans simply can't predict. Since we can't control humans, **the best—and most impactful—thing we can do is influence and trust.**

11 principles VS practices

The way to get good at a specific practice is to understand and adopt modern workplace principles first.

It takes a shift in mindset and consideration of your specific environment to truly know how to develop effective practices.

Don't know how to start adopting these vital mindset shifts?

We offer coaching, training and software co-development services that evolve the way teams work together to meet modern demands.

Contact us – we're here to help!

sketchdev.io/contact-us

(888) 514-7942