



GROW*

Major American Telecom Company

Using growth mindset to embrace
the workforce of the future



Impact

90%

of participants spotted a fixed
mindset at least once a week and
shifted toward a growth mindset

Scale

700

employees

Speed

30

days

The challenge

In the age of digital transformation, learning new skills isn't a luxury — it's a business imperative. The White House estimates that 62% of American jobs, from those in customer service to finance to medicine, are at risk due to automation. Organizations still have time to adapt to this rapidly-changing environment, but first they need to have the right mindset: the kind that views change as an opportunity, not a threat.

Facing this disruption, a major American telecommunications company came to the NeuroLeadership Institute looking to evolve into a tech-driven organization. They were transitioning job-site workers into data-analysis and software-driven roles, a task that required not only technical training, but a new orientation toward growth.

The science

- Adaptation is difficult because the brain prefers what is familiar and predictable over what's unknown.
- The first step is adopting a "growth mindset" — seeing skills as improvable, not set in stone.

**"Because of GROW, I am more focused
on getting the information I am seeking,
and not as worried about being judged."**

- GROW Participant



* At the time of rollout, this solution was branded as ADAPT, which has since been changed to GROW.



GROW

The Neuroscience
of Growth Mindset

GROW: How It Works

- Weeks 1-3: Participants watched a five-minute video in small groups, then used the accompanying tools to foster a larger discussion.
- Week 4: Learners participated in an interactive, facilitated webinar.

The solution

The telecom company partnered with NLI to assist employees in becoming more flexible in the face of big and small changes. It rolled out GROW, the NLI solution for instilling growth mindset at scale, to 700 employees.

GROW was woven into a broader, mandatory six month change management program.

Participants became more open evolving their skills and to the organizational changes that technology brings.



98%

of participants feel prepared to inspire others to thrive through change



91%

of participants said they were discussing growth mindset weekly

The results

Three weeks after completion, 90% of respondents said they were spotting their fixed mindsets at least once a week and shifting their thinking toward a growth mindset instead.

People reported being "more focused" on getting the information they needed and "not as worried about being judged" for asking questions. When they learned something new, often they discovered other people had had similar concerns, but were too afraid to speak up.

One employee reported: "I feel confident in executing my business goals within my function and moving forward within my career, most importantly working with my peers daily on developing through automation."

As a whole, growth mindset has helped participants see automation less as a dangerous, looming force and more as an opportunity to learn new skills quickly and effectively.