



Cultivating Growth Mindset for Self-Motivation

Workshop Session

Jakarta, 15 Oct 2025

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Professional Profile



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Founder at Kerja Cer-Dias | Coach |
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Content Creator [@Kerjacerdias](https://www.instagram.com/kerjacerdias)

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Be Ready For The Session

To obtain an optimum learning result, let's follow these ground rules!



Raise Hand if there's
concern/questions
along the way



Actively participate
throughout the session
(reciprocal approach)



Focused during session
to ensure the learning
journey landed in safe
and sound experience

Table of Contents

01 Importance of Self-Motivation at Work

02 Growth Mindset at its Finest

03 Facing Disadvantages Calmly

04 Practices

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Part 1

Importance of Self-Motivation at Work

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Have you felt these phenomenon?



 **Aditi Choudhary** 
@AditiRajasthan

Proactive individuals are 25% more likely to achieve career goals due to their initiative and adaptability.

I read in a study of business leaders.

5:57 PM · Oct 7, 2025 · 53 Views

<https://x.com/AditiRajasthan/status/1975515835524325588>   3  

 **Adam Grant** 
@AdamMGrant

Manager: I'd like you to be more proactive.

Employee: Sure, could you tell me exactly how and when?

If you're seeking direction from others, you're being reactive, not proactive. Initiative is about exercising your own judgment.

#SaturdayMotivation

10:20 PM · Feb 9, 2019

<https://x.com/AdamMGrant/status/109425465291956633>

 414  1.4K  33 

 **r/CasualConversation** • 6 yr. ago
[deleted]

My boss told me yesterday that I have to be more proactive at work

He said I don't contribute much during discussions and that I need to take more initiative. At first I was surprised because I'm still new and I didn't want to make myself seem like some big shot who thinks she knows everything, but rather sit back and observe quietly how things are done. Also I'm pretty introverted and speaking up is really difficult for me. Especially with the self-doubt, things like "What if everyone laughs at me for suggesting this" or "What if my idea isn't good enough" or "What if this idea actually makes things worse". I think part of the problem is that I analyse things in my head too much, and then I just give up suggesting it altogether.

Deck Presentation | 2025 com/r/askSingapore/comments/oe5ksb/
Does anyone else experience imposter syndrome?

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<https://www.reddit.com/r/askSingapore/comments/oe5ksb/>
Dealing with imposter syndrome. How do I overcome this?
Does anyone else experience imposter syndrome?

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Anyone facing the same problems? How do I overcome this?

https://www.reddit.com/r/askSingapore/comments/oe5ksb/does_anyone_else_experience_imposter_syndrome/

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From Perks to Potential

Extrinsic rewards no longer sustain peak performance in volatile markets. A synergy of **Growth Mindset** and the **MILES Framework** unlocks enduring, intrinsic drive.

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Self-Motivation: The Internal Engine

The ability to initiate and persist without external prods, fueled by a combination of mindset and strategic self-awareness.



Curiosity

A natural drive to learn and explore new ideas.



Resilience

The capacity to recover quickly from difficulties.



Proactive Learning

Seeking out new knowledge and skills independently.



Based on my personal experience...

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Can anyone explain...

“How do we cultivate
Growth Mindset for better
Self-Motivation?”

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Part 2

Growth Mindset

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Beliefs Drive Behaviour: A Tale of Two Mindsets

Growth Mindset

- ✓ Embraces challenges as opportunities.
- ✓ Persists in the face of setbacks.
- ✓ Sees effort as the path to mastery.
- ✓ Finds inspiration in others' success.

Fixed Mindset

- ✗ Avoids challenges for fear of failure.
- ✗ Gives up easily when faced with obstacles.
- ✗ Views effort as fruitless without talent.
- ✗ Feels threatened by the success of others.

The Tangible Payoffs of a Growth Culture



Enhanced Innovation

Greater creativity and problem-solving.



Higher Performance

Increased engagement and productivity.



Stronger Collaboration

Teams built on trust and psychological safety share knowledge freely, leading to higher overall performance and morale.



Greater Resilience

Improved ability to bounce back from setbacks.



Improved Morale

A more positive and committed workforce.

Benefits of Growth Mindset for Career (1)



Area	How Growth Mindset Helps	Concrete Outcome / Examples
Salary	<ul style="list-style-type: none">• Because you keep improving your skills, you become more valuable.• You're more likely to take on stretch assignments, up-skill, which employers often reward monetarily.• You negotiate better when you believe in your ability to grow.	You might get raises more frequently than peers who do the minimum; you may qualify for higher-pay roles because you adapt to new technology or skill demands.
Position / Promotion	<ul style="list-style-type: none">• You are more resilient, persistent, adaptable, which are traits that managers value.• You use feedback; you improve leadership / soft skills.• You are proactive: you volunteer for leadership or responsibility rather than waiting for someone to assign.	Promotions happen because you show leadership, learning, and drive. For example, becoming a team lead, project manager, or having more strategic roles.

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Benefits of Growth Mindset for Career (2)



Area	How Growth Mindset Helps	Concrete Outcome / Examples
Opportunities & Projects (incl. side hustles)	<ul style="list-style-type: none">• You take risks: trying new projects, learning new domains.• You're better at learning new tools or fields, so you can diversify.• You are more open to collaboration and networking.• When you fail, you iterate and try again.	More opportunities to lead special projects, get assignments outside comfort zone; launching side hustles because you are not afraid to start imperfectly; more clients / commissions because you show improvement and reliability.

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Leading the Shift: From Command to Coach

What Leaders Must Model

- 🔊 Share their own learning journeys & mistakes.
- ❓ Ask for input and feedback from all levels.
- 🎓 Link performance to learning, not just output.

Actions to Signal Change

- 🗣 Hold regular "learning from failure" sessions.
- 📅 Allocate a budget for employee development.
- 👤 Recruit for curiosity and coachability.



Based on my personal experience...

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Can anyone explain...

“Internal Mindset is not enough,
How do we face
external disadvantages?”

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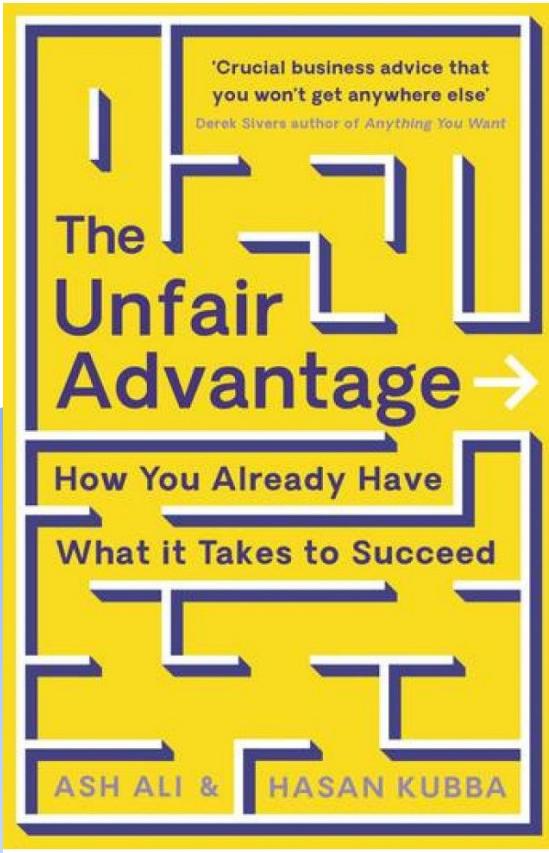


Part 3

Facing Disadvantages

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Careers used to be about **climbing a ladder**; they were predictable, linear and we knew what was coming next. Now everything feels much more **uncertain**.

Ash Ali & Hassan Kubba

On their book "The Unfair Advantage"



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How to Face Disadvantages



M	ONEY
I	NTELLIGENCE
L	OCATION
E	DUCATION
S	TATUS



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How to Face Disadvantages

M	ONEY
I	NTELLIGENCE
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This represents the capital you possess or can easily raise

Having money provides a financial cushion, giving you a longer "runway time" (the time until your startup runs out of money)

Example: Jan Koum (WhatsApp Co-founder)

Had \$400,000 in personal savings from working at Yahoo, which he used to fund the early days of WhatsApp before seeking external investment

How to

Face

Dis

- 1. Cash (Actual Money)**
- 2. Tools & Equipment (Physical Resources)** (e.g. tablet, laptop, bike, car, software, canva, etc.)
- 3. Time (Your Most Limited Resource!)** (e.g. Hours Available, efficiency)



Money

What Counts as "Money" or "Resources"?

1. Cash (Actual Money)

- **Savings:** Money you've set aside to start.
- **Startup Costs:** Fees for apps (like Uber, Fiverr), tools (Canva for design), or ads.
- **Emergency Fund:** Extra money in case gigs slow down.

Example: If you want to be a freelance graphic designer, you might need Rp95k/month for Canva Pro subscription.

2. Tools & Equipment (Physical Resources)

- **Phone/Laptop:** Needed for apps (Uber, Upwork), communication, and work.
- **Transportation:** Bike, car, or scooter for delivery gigs.
- **Software:** Zoom for tutoring, Photoshop for design, etc.

Example: A YouTuber needs a camera, microphone, and editing software.



Money

What Counts as "Money" or "Resources"?

3. Time (Your Most Limited Resource!)

- **Hours Available:** Gig work takes time—you must balance school, family, and work.
- **Efficiency:** Learning skills faster = more gigs in less time.

Example: If you tutor for 2 hours after school, that's your "time resource (after school/office)."

4. Skills (A Form of "Future Money")

- **Free Skills:** If you're good at something (art, coding, writing), you can sell it without spending money upfront.
- **Learning Cheaply:** YouTube, free courses (Google Certificates), or practicing.

Example: A teen who edits videos for free at first can later charge \$20 per video.

Money

What Counts as "Money" or "Resources"?



5. Network (People Who Help You Earn)

- **Friends/Family:** They might hire you (e.g., mowing lawns) or refer you.
- **Social Media:** Followers can become customers (TikTok freelancers).

Example: Dog walking gigs often start with neighbors.

How to Use This for Gig Work?

Resource	Example
Cash	Rp500k saved for Fiverr gig fees
Tools	Using a family laptop for freelance writing
Time	Working 1 hour/day on homework gigs
Skills	Selling handmade bracelets if good at crafts
Network	Friends sharing your tutoring flyer

How to Face Disadvantages

M	ONEY
I	NTELLIGENCE
L	OCATION
E	DUCATION
S	TATUS

Intelligence includes "**book smarts**," social and emotional intelligence, and creativity

Insight is a deeper, specific form of understanding that gives you a unique perspective, often crucial for identifying problems and finding gaps in the market for a startup

Example: Evan Spiegel (Snapchat Co-founder)

Displayed brilliance by identifying the Insight that people wanted to communicate using photos that would automatically "self-destruct," a concept ignored by established social media giants

How to Face Disadvantages

M	ONEY
I	NTELLIGENCE
L	OCATION
E	DUCATION
S	TATUS

This is about **being in the right place at the right time**

Location refers to physical location (like living in a startup hub such as Silicon Valley) or online environment, which grants access to talent, capital, and valuable knowledge

Example: Google Founders (Larry Page & Sergey Brin)

Benefited from the Location of Stanford University, which offered a highly skilled talent pool and supportive entrepreneurial environment in the heart of Silicon Valley. Their search engine success was largely attributed to the perfect Timing of the internet taking off

The more **Tier 1** you target, **the more exposure you get**



Location

City Tiers in Indonesia

Tier	Definition	City Examples
Tier 1	Metropolitan City	Jabodetabek, Bandung, dan Surabaya
Tier 2	Rising Urbanites	Semarang, Makassar, Denpasar
Tier 3	Slow Adopters	Magelang, Prabumulih, Bangli
Tier 4	Rigid Watchers	Kabupaten Jepara, Kabupaten Jayapura

How to Face Disadvantages

M	ONEY
I	NTELLIGENCE
L	OCATION
E	DUCATION
S	TATUS

Education covers both your formal schooling and self-learning, offering knowledge, networking opportunities, and "signaling" (credibility)

Expertise is specialized intellectual and technical know-how, often self-taught and gained through practical experience and application

Example: Sara Blakely (Spanx Founder)

Developed indispensable Expertise in sales and resilience during seven years of selling fax machines door-to-door. This practical experience helped her bootstrap Spanx and turn "nos into yeses"

Education

Education Types



Formal

Structured learning in schools or colleges with a set plan, leading to official certificates or degrees.

Think classrooms and diplomas!



Non-Formal

Organized learning outside traditional schools, flexible and fun, often without official degrees.

It's skill-building with a specific purpose!

Informal

Learning by doing, exploring, or living life—no plan needed!

It's picking up skills from everyday adventures.

Education Types

Examples



Formal

Undergraduate Degree Programs

Graduate Degree Programs

Vocational Training at Accredited Institutions

Military Academy Training

Non-Formal

Online Certificate Courses

Entrepreneurship Bootcamps

Corporate Training Workshops

Sports Coaching Programs

Informal

Reading Books for Knowledge

Watching Educational Videos

Observation

Peer Teaching

How to Face Disadvantages

M	ONEY
I	NTELLIGENCE
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S	TATUS

This is your **social status** and how others perceive you (your "**personal brand**"), including your network and connections

It also includes your **inner status** (your confidence and self-esteem). Status is heavily influenced by factors like wealth, cultural capital, gender, age, and background

Example: Kylie Jenner (Kylie Cosmetics Founder)

Her massive fame and built-in audience (Status/Social Capital) from being part of the Kardashian-Jenner clan meant she had millions of built-in followers (over 300 million) who served as a massive, free marketing channel for her lip kits.

How to Face Disadvantages

MILES Element	Disadvantaged Example	Strategy to Convert/Mitigate
Money	Lack of financial capital; no "bank of Mum and Dad"	<ul style="list-style-type: none">Breed Creativity and Focus: Financial limits force you to be resourceful and ingenious, making you focus on quick profitability rather than wasteful spendingMinimize Burn Rate: Reduce your monthly expenses to extend your "runway time" (the period before your startup runs out of money)
Intelligence	Lack of high general intelligence ("book smarts") or foresight	<ul style="list-style-type: none">Seek External Expertise: Hire or outsource specialized knowledge and technical abilities that you lack to complement your own strengthsDevelop People Skills: Cultivate social and emotional intelligence to build trust, relationships, and the ability to influence others, which is essential for business successGain Unique Insights: Look below the surface of problems to find unmet market needs that competitors miss, often by speaking directly with potential customers

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How to Face Disadvantages

MILES Element	Disadvantaged Example	Strategy to Convert/Mitigate
Location & Luck	Living in a "bad" location (no startup hub) or experiencing bad luck	<ul style="list-style-type: none">• Leverage Remote Work: Use the internet to hire staff globally, accessing a huge talent pool and lowering costs, especially if your physical location is not a major startup hub• Increase Action to Boost Luck: Take more chances, meet more people, and frequently test strategies to maximize serendipitous opportunities, treating life like rolling dice multiple times• Focus on Controllables: Concentrate your efforts on your own actions, processes, and mindset, as you cannot fully control external outcomes or luck
Education & Expertise	Lack of a prestigious degree or formal schooling	<ul style="list-style-type: none">• Build Self-Taught Expertise: Acquire valuable, specialized knowledge and skills through self-directed learning, such as reading books or taking online courses, and applying them immediately• Outsource/Partner for Technical Gaps: Find co-founders or partners with complementary technical skills if you are a commercial founder, as no one person has all the necessary advantages• Focus on Learning by Doing: Prioritize real-world application, practice, and practical experience over theoretical knowledge to develop genuine expertise

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How to Face Disadvantages

MILES Element	Disadvantaged Example	Strategy to Convert/Mitigate
Status	Low social standing, non-traditional background, age, or gender	<ul style="list-style-type: none">Focus on Inner Status: Develop your confidence, self-esteem, and self-worth, which improves your "Outer Status" by making you appear more competent and trustworthy to othersUse "Outsider" Status for Insight: Use the unique perspective gained from being an underrepresented minority or having a non-traditional background to identify unmet market needsDrive Motivation: Use your personal goal of escaping an undesirable situation (the "stick") or reaching a specific reward (the "carrot") to fuel your ambition and purpose



Based on my personal experience...

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Part 4

Practices

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Reflection Journal:

Growth Mindset & The MILES

Workshop Session

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Journaling Practice



bit.ly/SMotivationJournal
Journal Document

The Know-How

- Open your laptop or tablet.
- Click on the provided link or scan the QR code.
- You will receive a self-motivation journaling worksheet with 10 reflection questions.
- Please download the worksheet.
- Answer the questions based on your personal experiences on at work.
- You have 20 minutes to complete the worksheet.
- You can also use this worksheet outside of this session (for example, at the office) to help reduce your stress.



Guidelines for Using This Journal

This journal is a tool to support you—there are no right or wrong answers.

1. Find a quiet moment for yourself.
2. Go through each slide one by one.
3. Every slide has a guiding question. Click the text box to type your thoughts.
4. Be honest and open with yourself.
5. Your notes will be saved automatically when you save this presentation.



Part 4.1

Growth Mindset Reflection

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When was the last time I faced a tough task? How did I respond?

Answer Example:

"Last week I had to lead a client meeting alone for the first time. I was nervous, but I decided to treat it as practice instead of pressure."



How do I see extra effort – as struggle or growth?

Answer Example:

"When I stay late to fix mistakes, I used to feel slow. Now I tell myself I'm sharpening my skills."



What feedback once felt hard to hear but helped me grow?

Answer Example:

"My boss said my reports lacked focus. It stung, but improving them made my communication clearer."



What small wins show I've grown recently?

Answer Example:

"I now speak up more in meetings — not always perfectly, but I'm less afraid to share my ideas."

How did I explain my last setback to myself?

Answer Example:

"When a project failed, I blamed myself. Now I realize it was a chance to learn better planning."



Part 4.2

The MILES Reflection

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What is a career goal you want to achieve in the next 5 years?

Answer Example:

"In the next five years, I want to become a Marketing Manager in my company, leading a small team and handling key strategic campaigns that strengthen our brand presence in Southeast Asia."



[Money] Do you have savings, investments, or financial resources that can support your plans? Explain!

Answer Example:

"Yes. I've been setting aside a portion of my salary into both emergency savings and professional development funds. This allows me to afford certifications, workshops, and networking events without financial stress. I also invest a small amount in mutual funds for long-term stability."



[Intelligence] What field of expertise or topic do you understand better than most people? Explain!

Answer Example:

"I have strong expertise in digital marketing analytics, especially in interpreting campaign data and turning insights into strategy. Many colleagues rely on me to explain metrics like customer acquisition cost and conversion rate optimization."



[Location] Do you have local connections that could open up new opportunities? Explain!

Answer Example:

"Yes. Through my work and past collaborations, I've built connections with local business owners, advertising agencies, and marketing professionals in Jakarta. These relationships often lead to invitations for partnerships or project collaborations."



[Education] What technical expertise or practical skills do you have that can be directly applied to your job or business?

Answer Example:

"I'm skilled in Google Ads, Meta Business Suite, and data visualization tools like Tableau, which I use daily to optimize marketing performance. I also completed a certification in Digital Marketing Strategy last year to deepen my technical foundation."



[Status] Who in your network can help you grow in your career or business? Explain!

Answer Example:

"My current supervisor has been mentoring me in leadership and project management. Additionally, I stay in touch with a few senior marketing professionals from my previous company, who often share insights about upcoming industry trends and job opportunities."



Reflection Complete

You have taken a valuable step in your growth journey.
Remember to always be kind to yourself.

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QnA Is there any questions?

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“Why waste time proving over and over how great you are, when you could be getting better?”

~Carol Dweck~

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A man with dark hair and a beard, wearing an orange hoodie, is shouting with his mouth wide open and hands on his cheeks against a yellow background.

KERJA KERAS
NO

The same man from the left image is now smiling broadly with both thumbs up, wearing glasses and the same orange hoodie, against a yellow background.

KERJA CER-DIAS
YES



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