

BUILDING A GREATNESS MINDSET

GET COMFORTABLE WITH BEING UNCOMFORTABLE



When you analyze your comfort zone, you'll find it's made up of all the things you have *already* mastered...

All great leaders have one thing in common: the *willingness* to step outside their comfort zones. If you have a message, a calling, or a purpose inside you, it's time to leave your comfort zone. I'll show you how.

Many leaders know they have gifts and greatness to share, but they can be held back by limiting beliefs, fear, comfort, or a sense of smallness. How do we overcome those things? I have been helping leaders with this transformation for more than 20 years, and I've found the first thing to understand is that your smallness mindset keeps you comfortable and surviving. However, you can't achieve *great things* from a smallness mindset. That's like showing up as a D student and expecting all A's on your report card.

You can never outperform, outdo, or outsell your mindset, so if you want to achieve great things, you're going to have to master a greatness mindset.

EVERY MASTER WAS ONCE A DISASTER

When you analyze your comfort zone, you'll find it's made up of all the things you have *already* mastered and are comfortable with. You already know how to live and lead at a particular level. There is nothing wrong with that level unless it stops your giant vision, calling, or purpose from getting out into the world. It's not powerful enough. Your true power and your best self are only found in your greatness.

While you're on this new journey to greatness, you might feel like a disaster, or that you're flailing, but like *any* new skill, it will take some time to learn. You are gradually mastering your new, powerful


greatness mindset. We were *all* born with a smallness mindset and a greatness mindset. *We* have the power to choose which one to listen to every day. Which one will you listen to? It takes awareness, courage, and discipline to turn down your smallness voice and listen to your greatness. In my book, *The Greatness Game*, I break down the core learning to shift your mindset:

- Our beliefs become our thoughts
- Our thoughts become our words
- Our words become actions
- Our actions become our habits
- Our habits become our results

Let me ask you: Do you believe you can be a best-selling author? Do you believe you can achieve your huge vision? Do you believe you can make the revenue you desire? Do you believe you can have the impact you want? Do you believe your gifts and greatness are needed in the world?

Greatness leadership is a learned skill that enables you to:

- build a great company that customers love
- empower your team and your culture
- hire, fire, and lead with courage and values
- use your gifts and greatness to lead with purpose
- build the right systems that create a bolder impact and bigger revenues

Being uncomfortable is where the magic is, and I encourage you to start believing and becoming the great leader God created you to be! 



Dena Patton is the Niche Pressworks author of **The Greatness Game** and an elite business coach who helps world-changing, purpose-driven leaders and entrepreneurs break records with their income and impact. As a consultant for Niche Pressworks, a keynote speaker, and a best-selling author, Dena is an expert on human potential and greatness mindset. Learn more about her work denapatton.com.