

Mindset

‘Live your life the way you want it to live.’

30 Years of research reveals how to become the person you want to be and accomplish the things you value. The secret is to embrace a growth mindset, creating a purposeful engagement, based on continuous learning regardless of title, function, type of work wherever in the world. Learning steers you into the right direction, gaining confidence. People with a growth mindset win. Leaders of organizations that grow, operate from a growth mindset, believing fundamentally in human development.

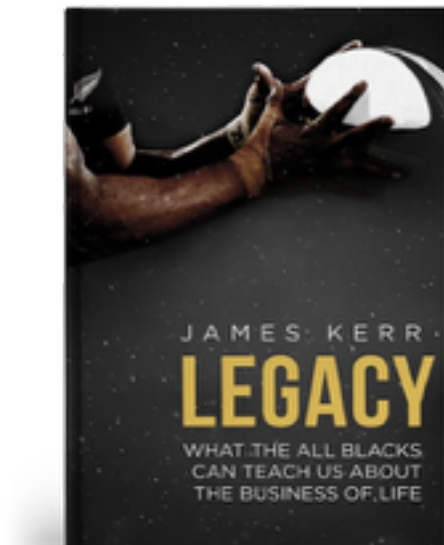
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““To realize WPP’s next chapter Growth Plan, we all need to embrace a Growth Mindset, to become the trusted partner realizing our client’s marketing goals.”

Cindy Rose, Chief Executive Officer, WPP

The global Reading Club also recommends:



Legacy

‘It’s all teamwork.’

The New Zealand All Blacks are the most successful rugby team in history. They have a win rate of 86%. What is their secret and can, we in business, learn from them? How do they do it? They act on basis of 15 principles. Principle one is character. Never be too big to sweep the shed. True excellence begins with the humble willingness to sweep the shed, creating a truly collective, collaborative mind-set.

[Start reading & listening](#)

The Global Reading Club summarizes content of books since 2015, in standardized formats to facilitate optimal learning.



30/45 min read



15/30 min read



15 min study



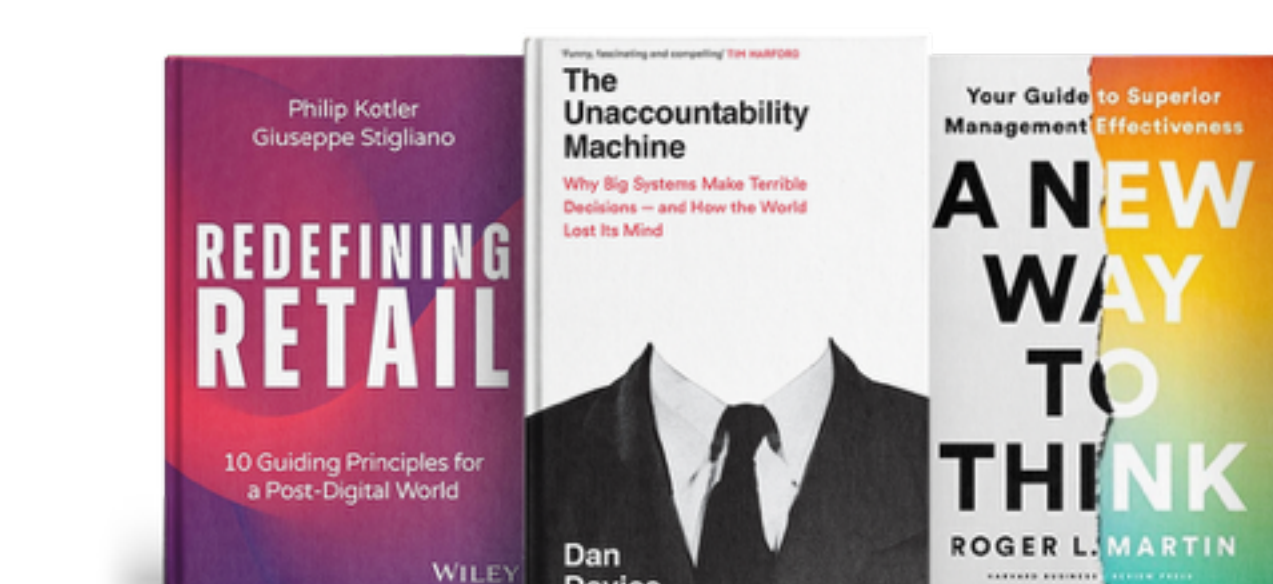
20/30 min listen

Join as an editor

Everybody can qualify to read and edit a book, wherever you are in the Ogilvy or WPP global network. Although generative AI models can summarize books, we must stick to human intuition and contextual relevancy and understanding focusing on insights, creative thoughts and inspiration by judging every sentence building an engaging story of books. All books are recommended by Ogilvy and WPP key people. Visit our [about page](#) on the Global Reading Club platform, to see who participated as a reader/editor. Participation is on a voluntary basis.

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