



Only 50% of small businesses
will succeed past

5 Years

**A strong mindset doesn't necessarily
mean the best mindset for business
success**

Having a strong mindset doesn't necessarily mean it is the best mindset for a business owner. In fact, there is a proven mindset that can help you achieve long term growth and success!

The top achievers in a variety of different occupations have very similar character traits and mindsets. These qualities and ways of thinking are attributes anyone can develop if they are willing to put in the time and effort.

One of the main traits owners overwhelmingly think they need is "mental toughness" for business success. Many business owners are certain that this mindset is the key to the staying power needed to succeed.

But, what if you were told that mental toughness is overrated? Would you listen? Consider the idea that it is only one of the secrets in the business 101 handbook and it is not even the most important. Here's why:

We need several tools in our success toolbox, and it turns out that a strong mindset is not as important to have as a resilient one. Do not get the wrong idea: Developing a strong character and way of thinking is needed for success, but it is not as vital as developing resilience. A strong mindset does not typically translate to a resilient one, as it tends to be more inflexible and less adaptable for change.



Cogent Analytics

believes in strengthening the small-mid sized businesses that are the backbone of this country.

"From Behind the Desk"

is a series designed to offer our expertise in key areas that business owners are challenged with every day.

These emails are not a solicitation and are meant to provide insight and information relevant to business ownership.

If you do not wish to receive further information from "Behind the Desk" you can unsubscribe at the bottom of this page.

A resilient mindset will create a strong, confident person who is capable of handling setbacks and difficulties without breaking. Top performers can learn, adjust, fix, recover and benefit from their misfortunes. They know they will always make mistakes, but they will learn, readjust, and not continually make the same mistakes and expect different outcomes.

So, now that you know how important resilience is, how do you create that mindset? It is possible to train your mind to have a more successful way of thinking?

Stay tuned for part two of this email to learn three simple tools to start training your mind to be a resilient one for business success.



Cogent Analytics is a business management consulting firm committed to integrity and transparency. We deliver powerful solutions to privately held businesses to help ensure long-term growth and sustainability.

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