

The DAC factor — why mindset is 80% of success

Harvard and Yale studies: five people with identical knowledge and skills — one becomes a star, three are average, one falls below. Why?

D

Drive

Self-motivation — the inner fuel that gets you going and keeps you going, even when things are hard

A

Attitude

Staying positive especially in negative situations — choosing serotonin over cortisol

C

Confidence

Believing you can — summoning the certainty to act even when the outcome isn't guaranteed

The bicycle of ability: Back wheel = technical knowledge & skills (you must have it to move forward) · Front wheel = people skills & influence (you need it to steer) · Pedalling = your Drive, Attitude & Confidence (the difference between a good day and a poor one)

80% of success

comes from mindset (DAC)

20% of success

comes from skill set alone

YOUR REFLECTION — RIGHT NOW

Think it. Write it. Change it.

1

What's your inner picture right now?

In your wellbeing, relationships or work — is your current inner picture one of success, or is there self-doubt? Name it honestly.

2

What does your 20% positive thinking look like?

Which thoughts or habits, if you chose them more consistently, would release more serotonin and help you move forward?

3

Set a goal — and commit to reviewing it daily.

Fire the brain cells together each day. From thought → opinion → belief → certainty. That's how the wiring happens.