



Project E Mindsets

*Ten essential mindsets to embrace
as a mental performance entrepreneur*

01. Do good work, first & always.

02. Protect the asset – you.

04.
Integrate
your why &
your values.

05. No one does it alone.

06. Collaboration over competition.

07. Keep learning. Keep iterating.

08. Take the healthy risk.

03.

We are all
unique; be
yourself.

09.

You define
your own
success.

10. There's always a solution.