



Why “Yet” is a Powerful Key to Every Resilient Leaders’ Momentum Mindset

“Yet”. Y-E-T. These three simple letters form a *little* word with a *whole lot* of power.

The word “yet” has the incredible ability to reframe our thinking when dealing with change and challenges. From a fixed mindset that keeps us stuck, to a growth mindset that energizes us to bounce forward, “yet” is the transformational catalyst we need to achieve unstoppable momentum, no matter what we face.

Here’s what I mean....

Life is full of change, challenges, and uncertainty

Change is happening at a breakneck speed. Between market shifts, regulatory changes, labor shortages, technology disruptions, and more, leaders today are facing more and more change (and challenges) from every direction, every day.

Cultural shifts, inflation, and A.I.—oh my! As a fellow business leader, *I get it*, because I’m facing the same never-ending cycle of change that you are.

Wondering when it will slow down....

When there will be some sense of normal....

But the reality is that there is no normal or *new* normal. There is only what is now and what is next. *But that doesn’t make it any easier!*

When we feel we don’t have the answers to these pressing changes, guess what comes knocking? Fear. Self-doubt. Anxiety. And every limiting belief we’ve tried to (unsuccessfully) shove into the corner of our minds. Then our inner bully starts getting really loud. I call mine Edna—when you give your inner bully a name, it steals their power. :)

When limiting beliefs hold you back, and your inner bully won’t stop talking, “yet” creates the **power of possibility** and the **potential for growth**. Where there was only change, challenge, and uncertainty, “yet” creates a new way forward—and incredible resilience follows. The type of resilience and growth that creates unstoppable momentum.



What is the power of “yet”?

When we add the word “yet” to a limiting statement—like “I don’t know how to do that.” or “We don’t have enough resources for that.”—the single little word completely shifts what’s possible.

By adding “yet,” we acknowledge the difficulty and admit to the challenge, **without letting limitations render our success impossible**. Instead of giving up, or burying our heads deep in the sand, we can confidently admit we don’t have all the answers—but we’re ready to adapt, learn, and grow towards them, shifting to possibility and reframing to growth.

See how this one vocabulary shift can transform your mindset, team, and future? See how three little letters can unlock unstoppable momentum during change and uncertainty? That’s why “yet” is one of the most **powerful tools** in a resilient leader’s toolbox. Especially when faced with ongoing uncertainty and the pressure to continually innovate in a world that never slows down.

Yet allows you to adapt, evolve and grow.

Watch “yet” transform these situations from insurmountable, to **unstoppable**

I’ve worked with a number of leaders over the years who were stuck in a “fixed mindset.” Their negative and limiting thoughts would rear their ugly heads every time these leaders faced challenges. By using “YET” - that one simple word - can convert these stuck statements into power moves - to shift our thinking from a fixed mindset to an Unstoppable Momentum mindset.

Below are phrases that leaders I have coached and consulted with have used and how, with the power of YET, we SHIFTED those limiting beliefs to empower them to see the possibility. How can you use these for yourself and those you lead?

Fixed Mindset: "I can't do this."

Unstoppable Momentum Mindset: "I can't do this yet, but I'm willing to learn and practice."

Fixed Mindset: "I'm not good at public speaking."

Unstoppable Momentum Mindset: "I'm not good at public speaking yet, but I'm working on improving my skills." (or: "I'm not a great public speaker yet, but I'm taking steps to improve my skills. I'm going to practice, get feedback, and keep pushing myself out of my comfort zone.")

Fixed Mindset: "I'm too old to learn new things."

Unstoppable Momentum Mindset: "I haven't learned anything new in a while, but I'm excited to explore new opportunities and challenges."

Fixed Mindset: "I failed, so I must not be good at this."

Unstoppable Momentum Mindset: "I haven't succeeded yet, but I'm learning from my mistakes and getting closer to my goal."



Fixed Mindset: "I don't have enough experience to take on this project."

Unstoppable Momentum Mindset: "I don't have enough experience yet, but I'm excited to learn and grow. I'm going to seek out mentorship, ask for help, take on new challenges, and build my skills."

Fixed Mindset: "I can't seem to get my team motivated during all of this change.."

Unstoppable Momentum Mindset: "I haven't found the right approach yet, but I'm going to keep trying. I'm going to experiment with different ways of communicating, seek feedback from my team, and stay committed to finding a solution."

Fixed Mindset: "I'm not good at delegating tasks to my team, it's easier if I just do it myself so I know it will be done right.."

Unstoppable Momentum Mindset: "I'm not good at delegating tasks yet, but I'm working on building my trust in my team's abilities. I'm going to start small, delegate some tasks, and see how it goes. I'm also going to seek feedback from my team on how I can improve my delegation skills so I am providing them what they need to succeed."

Fixed Mindset: "I'm not a creative person."

Unstoppable Momentum Mindset: "I haven't tapped into my creativity yet, but I'm excited to explore new ideas and approaches. I'm going to brainstorm with my team, find resources on creativity, and take time to reflect and experiment with new ideas."

Fixed Mindset: "I don't have time to learn new skills. I already have too much to do and not enough time."

Unstoppable Momentum Mindset: "I haven't made time to learn new skills yet, but I'm going to prioritize my growth and development which is critical during this time of so much change and uncertainty - where reskilling and upskilling are going to be critical. I'm going to block off time on my calendar for learning, seek out training opportunities, and find ways to integrate new skills into my daily work."

Fixed Mindset: "I'm not a natural leader."

Unstoppable Momentum Mindset: "I haven't fully tapped into my leadership potential yet, but I'm committed to building my skills. I'm going to seek out mentorship, read books on leadership, and find opportunities to practice my leadership skills within my team."

Fixed Mindset: "I can't handle the pressure of this new role. It's just too much."

Unstoppable Momentum Mindset: "I haven't yet developed the skills to handle the pressure of this new role, but I'm committed to learning and growing. I'm going to seek feedback from my team, prioritize self-care, and find ways to build my resilience and adaptability."



Fixed Mindset: "I don't know how to manage remote teams."

Unstoppable Momentum Mindset: "I don't know how to manage remote teams yet, but I'm willing to learn and adapt. I'm going to research best practices, seek out feedback from my team and ask them what they need,, and find ways to improve communication, connection and collaboration."

Fixed Mindset: "I'm not good at making tough decisions."

Unstoppable Momentum Mindset: "I'm not good at making tough decisions yet, but I'm working on building my confidence and skills. I'm going to seek out mentorship, practice making decisions, and learn from my successes and failures."

Fixed Mindset: "I'm not a tech-savvy person."

Unstoppable Momentum Mindset: "I'm not a tech-savvy person yet, but I'm excited to learn and adapt. With the rate of tech changes, AI and the future of work, this will be required. I'm going to research, study, work with my IT department, and find ways to integrate new technology into our work."

Fixed Mindset: "I don't have the experience to lead this project."

Unstoppable Momentum Mindset: "I don't have the experience to lead this project yet, but I'm committed to building my skills and knowledge. I'm going to seek out mentorship, learn from past projects, and seek feedback from my team."

Fixed Mindset: "I'm not sure how to communicate changes to my team."

Unstoppable Momentum Mindset: "I'm not sure how to communicate changes to my team yet, but I'm willing to learn and adapt. I'm going to seek out feedback from my team, research best practices, be vulnerable and open, lead with empathy and compassion, listen intently and find ways to build trust and transparency."

Fixed Mindset: "I can't do it."

Unstoppable Momentum Mindset: "I can't do it yet, but I'm willing to learn and grow. I'm going to seek out mentorship and training, practice my skills, and keep pushing myself out of my comfort zone."

Fixed Mindset: "It can't be done."

Unstoppable Momentum Mindset: "It can't be done yet, but I'm willing to explore new ideas and approaches. I'm going to brainstorm with my team, seek out feedback and insights, and keep an open mind."



Fixed Mindset: "I'm not good at that."

Unstoppable Momentum Mindset: "I'm not good at that yet, but I'm committed to building my skills. I'm going to seek out training and resources, practice my skills, and seek out feedback from my team and mentors."

Fixed Mindset: "I don't think I can accomplish that."

Unstoppable Momentum Mindset: "I don't think I can accomplish that yet, but I'm willing to take on the challenge. I'm going to break the goal down into smaller steps, seek out support and resources, and work to build my confidence and skills."

Fixed Mindset: "I'm not good at giving feedback."

Unstoppable Momentum Mindset: "I'm not good at giving feedback yet, but I'm committed to building this skill. I'm going to seek out training and resources, practice giving feedback, and ask for feedback on my own performance."

Fixed Mindset: "I'm not sure how to handle conflicts within my team."

Unstoppable Momentum Mindset: "I'm not sure how to handle conflicts within my team yet, but I'm willing to learn and grow. I'm going to seek out mentorship, practice conflict resolution, and work to build a culture of open communication and collaboration."

Fixed Mindset: "I'm not a natural networker."

Unstoppable Momentum Mindset: "I'm not a natural networker yet, but I'm committed to building my networking skills. I'm going to attend industry events, seek out networking opportunities, and practice my networking skills within my organization."

Fixed Mindset: "I'm not sure how to manage through uncertainty."

Unstoppable Momentum Mindset: "I'm not sure how to manage through uncertainty yet, but I'm committed to building my skills and resilience. I'm going to seek out mentorship, practice adaptability, and work to build a culture of agility within my team."

Fixed Mindset: "I'm not good at receiving feedback."

Unstoppable Momentum Mindset: "I'm not good at receiving feedback yet, but I'm committed to building my ability to listen and learn. I'm going to seek out feedback from my team, practice active listening, and work to incorporate feedback into my leadership approach and also see feedback as really "feed forward" and a way to grow."



How does **YET** transform your leadership mindset?

In each of these examples, “yet” allows leaders to create a positive culture of growth, development, and momentum—for themselves *and* for those they lead. And in today’s rapidly changing environment, where we may face a whole lot more challenges than opportunities, “yet” is just the fuel you need to accelerate your organization’s success.

Leaders have three powerful ways to live out a “yet” culture with their teams

“Yet” isn’t just about your growth as an individual—though shifting to a momentum mindset is essential to reaching your own goals as a leader, “Yet” also empowers leaders to create a momentum mindset **within their teams**.

As a team, “Yet” turns “It can’t be done” into “It can’t be done yet—but if anyone can find a way, it’s us.”

Here are three ways you can model “yet” within your organization:

1. **Celebrate effort.** Regardless of the outcome, celebrate your team’s effort, innovation, and whole-hearted attempts. Remember **IMPERFECT ACTION is better than no action at all**. The reality is that *many* ideas will fail. But by cultivating a culture of risk-taking, innovation, and trying new things, you stand a good chance of finding that million-dollar stroke of genius in the process. And that adaptability and resilience will be your competitive advantage in this rapidly changing world where competition is fierce and evolution is constant.
2. **Open the floor.** Instead of giving your team all the answers, dig deeper and ask questions that encourage them to think critically and problem-solve on their own. This gives them ownership over their ideas and accountability for their success.
3. **Give meaningful feedback.** Effective feedback is specific, actionable, and focused on growth. I call this value-added communication “**Feed Forward**” because it’s meant to propel your team to a greater, stronger level of performance and growth.

When you create a “yet” environment for your team, they’re empowered to take risks, learn from their mistakes, and bounce forward into a more successful future. Because employees that feel safe enough to acknowledge challenges, while pushing through them with positivity, have the space they need to innovate, evolve, and grow.



Big takeaway: “Yet” is a key to resilience, a momentum mindset, and a successful path forward towards unstoppable momentum

Fear, self-doubt, and uncertainty—amplified by that loud inner bully who won’t leave us alone—can steal your success and halt your progress. But by shifting the way we view difficulties, and tapping into the power of “yet,” we can begin to see every change as a valuable opportunity.

By adding “yet” to the tail end of your biggest challenges, questions, uncertainties, and opportunities, you can build adaptability and resilience into your culture—and **transform your organization from your teams, up**. So, the next time you feel stuck or uncertain, remember the power of “yet,” and keep moving forward!

Feel free to print this out and use it as a tool to STOP, SHIFT AND REFRAME your thoughts and those of your team during change, challenges and uncertainty with the power of YET. This is a great resilience booster tool in your Unstoppable Momentum toolbox!

For More Unstoppable Momentum Resources:

The driving force behind the Unstoppable Momentum Movement, Kim is changing the way we think about change and resilience. She inspires everyone she meets to be more adaptable, more resilient, and better equipped to own what’s now and embrace what’s next with a deep breath and a big cup of Bring It On. Find out how Kim can energize your next event or consult with you and your organization with her one-size fits YOU programs to ignite Unstoppable Momentum at www.kimbecking.com.