

# THE ICC ACADEMY NEWSLETTER

THE NEWSLETTER FOR GROWING GREAT COACHES

JULY 2024

Hello ICC coaches and friends,

We've noticed that a certain kind of person often signs up for coaching. They're into self-development and personal growth. They want to get unstuck and do bigger things with their life.

And within this personal development community, there's often focus on the 'grindset' or mindset required to grind your way to success.

Maybe it's getting up at 5am. Going for ice-cold swims in winter. Hiring the gym every day. Having a personal productivity system at work, inbox zero, and strongly policed boundaries.

People who receive coaching often want to embody that grindset more fully, as they believe their staunch habits and roughness will ultimately ladder up to success.

Now, we have nothing against the grindset per se. But we've noticed that the ceaseless pursuit of self-improvement may come from a place of fear rather than desire.

Fear of not being enough, rather than desire to grow and improve. Running away from a bad place, not towards a better place.

And underneath the grindset, there may be a belief that "I need to push myself hard, and continuously, or I'll become lazy and complacent."

Yet research shows this just isn't true.

