

# Inspiring a Growth Mindset at LUXASIA

As LUXASIA, the leading and largest beauty omnichannel brand-builder of Asia Pacific, approached its 2024 commercial kickoff for its Singapore-based sales and marketing leaders, the focus was clear: Engage and energize attendees for the year ahead, while embracing a growth mindset.

32 leaders took part in the half-day program to:



Increase self-awareness and understanding of colleagues' preferred working styles



Gain knowledge and application of Emergenetics theory to improve business outcomes



Learn to use cognitive diversity to enable agility and resiliency when challenges arise



Emergenetics gives us a common language to accelerate performance. By understanding their diverse work styles and those of their teams, our leaders have the tools to communicate and coach in a way that inspires resilience and growth, strengthens team synergy and improves efficiency.

- Shan Chen, Country Manager, Singapore and Regional General Manager, Skincare

## The Opportunity

LUXASIA recognized that to adapt to the rapidly evolving business landscape and advance a high-performance culture, the organization needed to:

- Remove self-limiting beliefs
- Encourage learning and progress in every aspect of work

They saw an opportunity to leverage Thinking and Behavioral insights for leaders to create a climate where employees felt confident to navigate impediments and accelerate innovation.

## The Solution

Building on LUXASIA's history in using the Emergenetics Profile and Meeting of the Minds workshop to understand their staff's preferred work styles, our teams collaborated to create a tailored session to support the kickoff. The workshop would use attendees' foundational knowledge of the Emergenetics Thinking and Behavioral preferences to give leaders tangible takeaways to advance growth mindsets within the organization by using cognitive diversity.

After spending time understanding the group's interpersonal dynamics, leaders created personal plans to implement to help them establish a psychologically safe environment where employees could embrace mistakes and commit to continuous progress.



## The Result

**86%** of participants felt competent and confident at the end of the program, noting that they felt ready to take on new challenges in 2024 and promote a growth mindset within their teams.

The sales and marketing leaders were well-positioned to model the shared mindset and engage in the necessary behavioral shifts to promote agility and resiliency by honoring the cognitive diversity of their staff.

## Looking Ahead

By facilitating ongoing conversations around Thinking and Behavioral styles, LUXASIA continues to use Emergenetics to cultivate a productive culture where employees feel capable of addressing expected and unforeseen changes at work. Emergenetics is the foundation that will empower them to facilitate dialogue around changing team dynamics, support leadership development for emerging and seasoned professionals as well as attend to shifting market conditions.

**Discover how the seven Emergenetics Attributes could help your company achieve its strategic priorities!**

**Contact [brains@emergenetics.com](mailto:brains@emergenetics.com)**