One way to reinforce the mindsets: Apply it. Our students had the opportunity at last year’s Venture Design Challenge to work on the development of a new product line. The students with fixed mindsets were more likely to give up when they encountered academic challenges such as daunting projects or low grades, while the students with growth mindsets responded by working harder or trying new strategies. Rather than strengthening their skills and toughening their resolve, four years of college left the students with fixed mindsets feeling less confident. The feelings they encountered were a threat to their self-worth, and they reduced the scope of their efforts to avoid making mistakes or appearing less capable than their peers. The students with growth mindsets, on the other hand, saw challenges as opportunities to learn and grow. They were more likely to坚持不懈 and embrace the struggle, even when it was difficult or uncomfortable. This mindset is particularly important for college students who are often faced with new and unfamiliar experiences. As Jay, Meg. The Defining Decade: Why Your Twenties Matter and How to Make the Most of Them Now. New York: Hachette Book Group, 2012).