



## Offering Support

When encouraging yourself or a colleague to continue pursuing a goal, what you attribute success or failure to is critical.

- If you are thinking about or commenting on recent progress make sure you attribute it to your [or your colleagues] commitment to the goal.
- If you are thinking about or commenting on recent failure attribute it to your [or your colleagues] lack of sufficient progress toward the objective so far.
  - In other words, continued effort will lead to success.