



Powering Performance

FAILURE | HUMILITY | CURIOSITY | MINDSET

Suzi McEntegart



gym_owners_forum We're thrilled to welcome Suzi, founder of [@creatingsparks.ie](https://www.creatingsparks.ie) and powerhouse in marketing and sales strategy, to the Gym Owners Workshop!

With a sharp focus on results, Suzi is bringing her signature blend of insight and execution to help you grow.

🗨️ Talk Title: Powering Performance: Consultancy Approaches That Drive Real Results

Suzi's session will equip gym owners with proven consultancy techniques to unlock real growth—tailored strategies, customer-focused planning, and actionable steps that drive lasting performance.

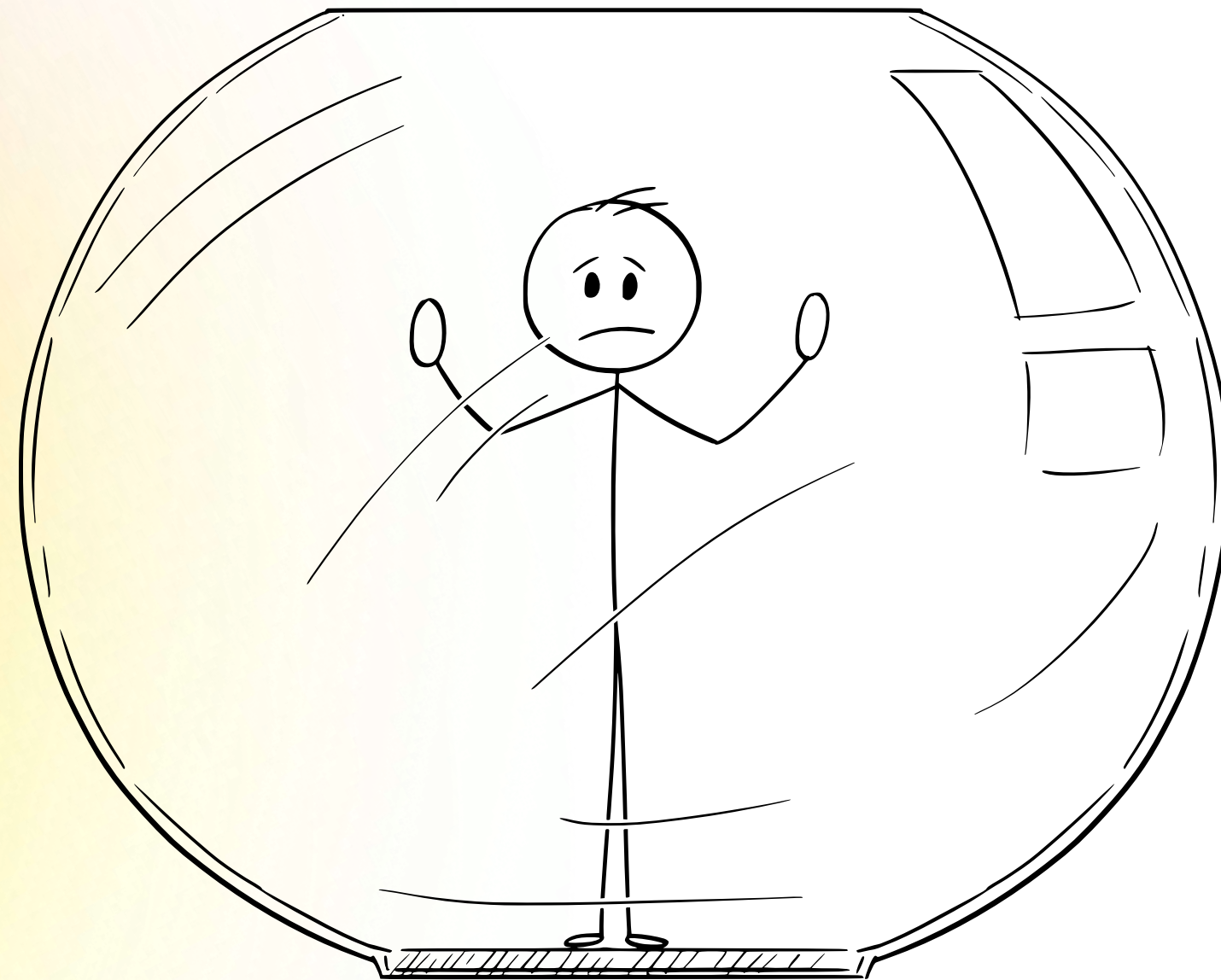
Whether you're scaling your business or refining your services, you'll leave with tools you can put to work immediately.

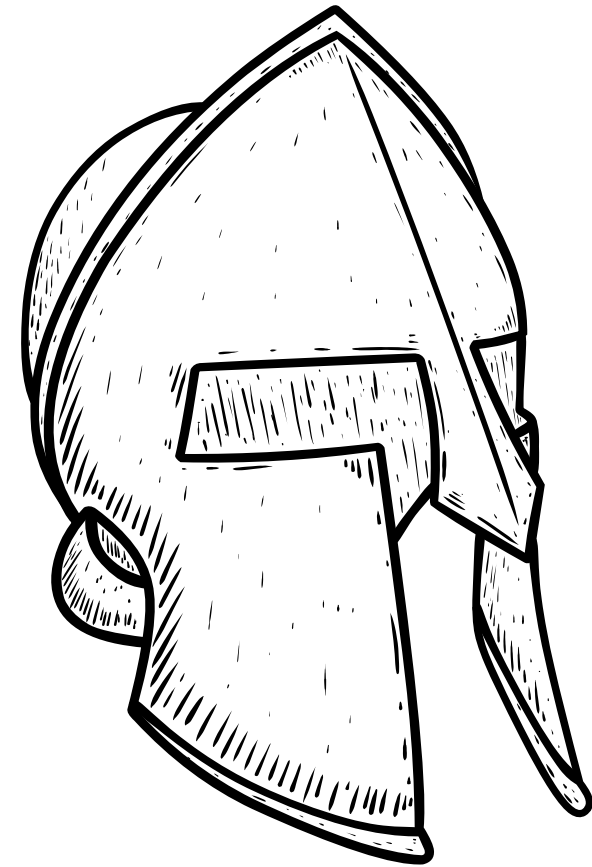
- ✅ Real strategies
- ✅ Real results
- ✅ Real impact for your gym

Don't miss it! 🌟

Grab your tickets using the link in our bio.

The Expert Trap





We often wear our expertise like it's armour

What if it's actually a blindfold?



How it Presents

Middle Management

- ✓ Process
- ✓ Timeline
- ✓ Systems



challenge the systems

Senior Management

- ✓ Visionaries
- ✓ Confident
- ✓ Certain

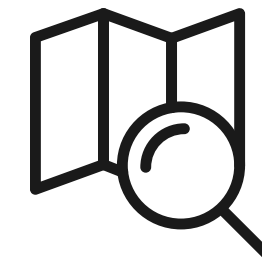


challenge the assumptions

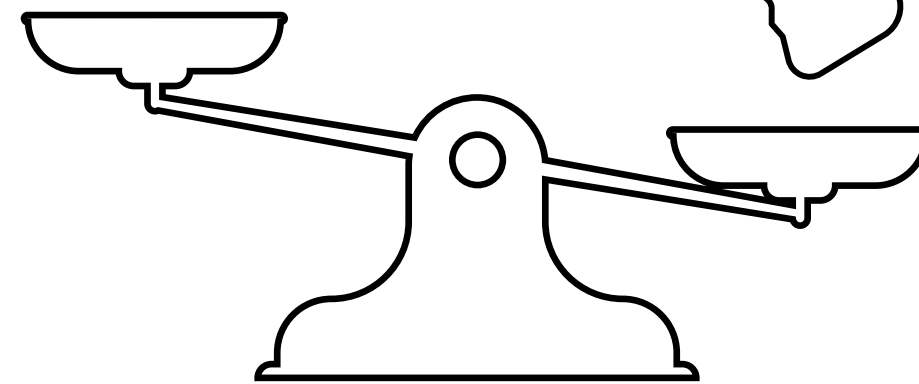
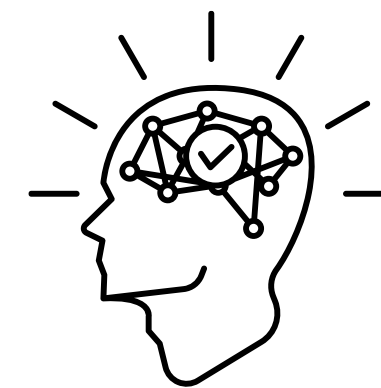
Confirmation bias is the tendency to notice and believe information **that supports what we already think or feel**, often because it aligns with our group or personal preferences.

Confirmation Bias

Exploration



Certainty



The Antidote(s)

1. Get Comfortable with Failure
2. Embrace Humility
3. Lead with Curiosity
4. Adopt a Growth Mindset



Failure

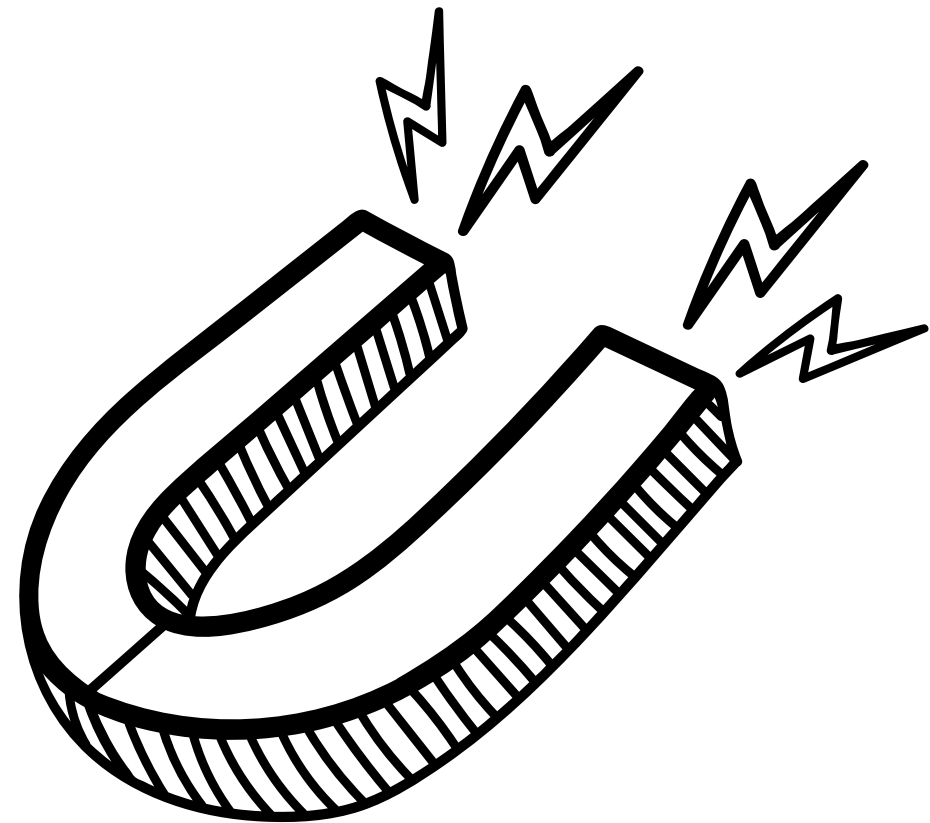
In fact, it took me five years and 5000 prototypes and it was frustrating. And actually, **my life is a life of failure**. So, it was 5127, so there were **5126 failures** until I got the last one that worked.

James
Dyson

Reframe: Failure is Data Acquisition

Humility

Humility in leadership isn't weakness,
it's magnetic



It invites others in



Curiosity

I-Curiosity



D-Curiosity

“Interest”

Pleasurable exploration for new information

“Deprivation”

Desire to reduce the unpleasant feeling of not knowing

Curiosity



Individuals high in deprivation curiosity claim familiarity with new information and made-up concepts; They find meaning in “bullshit”; believe disinformation; and lack intellectual humility (Zedelious et al., 2022)

Growth Mindset

Fixed Mindset v Growth Mindset

Desire to Look Smart

Desire to Learn

Atychiphobia

Humble

Defeatist

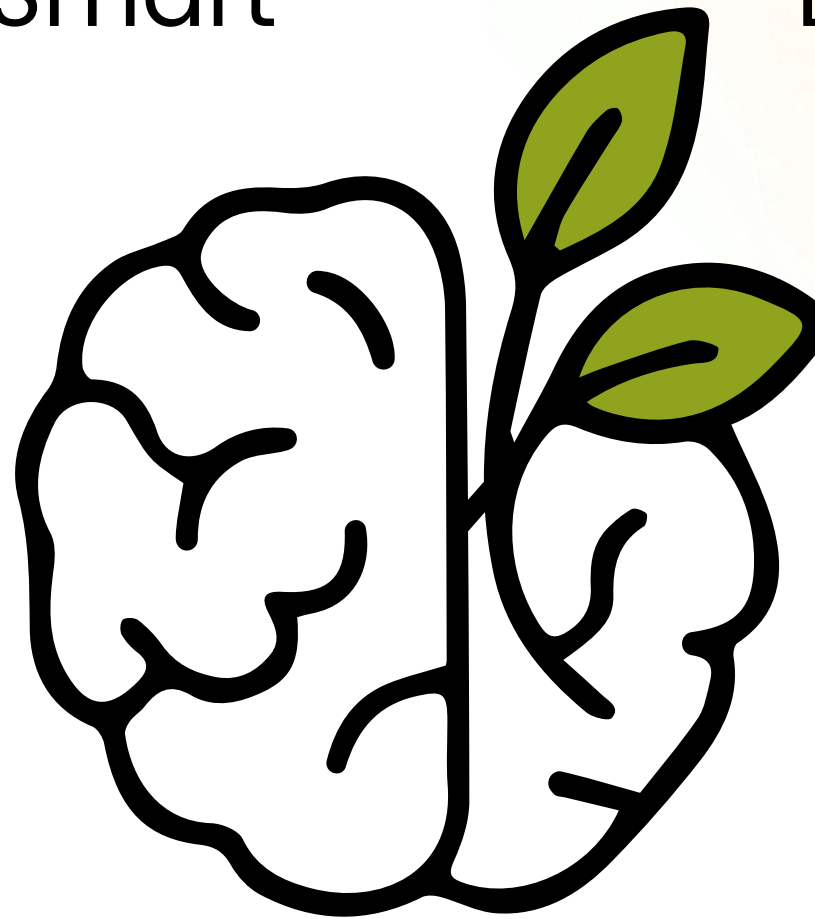
Persistent

Ignoring

Embracing

Threatened

Inspired



The Dunning-Kruger Effect

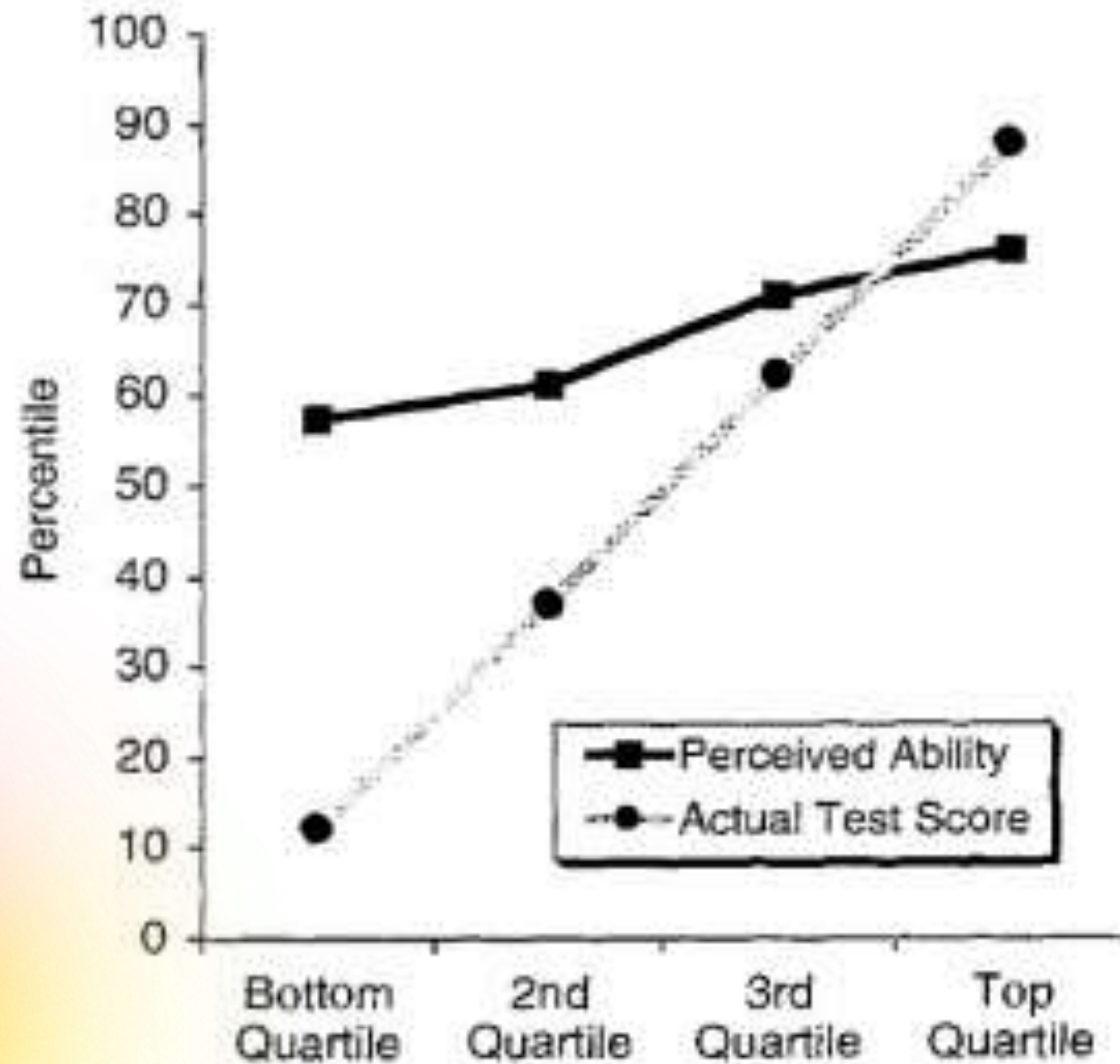


Figure 1. Perceived ability to recognize humor as a function of actual test performance (Study 1)

(Dunning & Kruger, 1999)

The Dunning-Kruger Effect

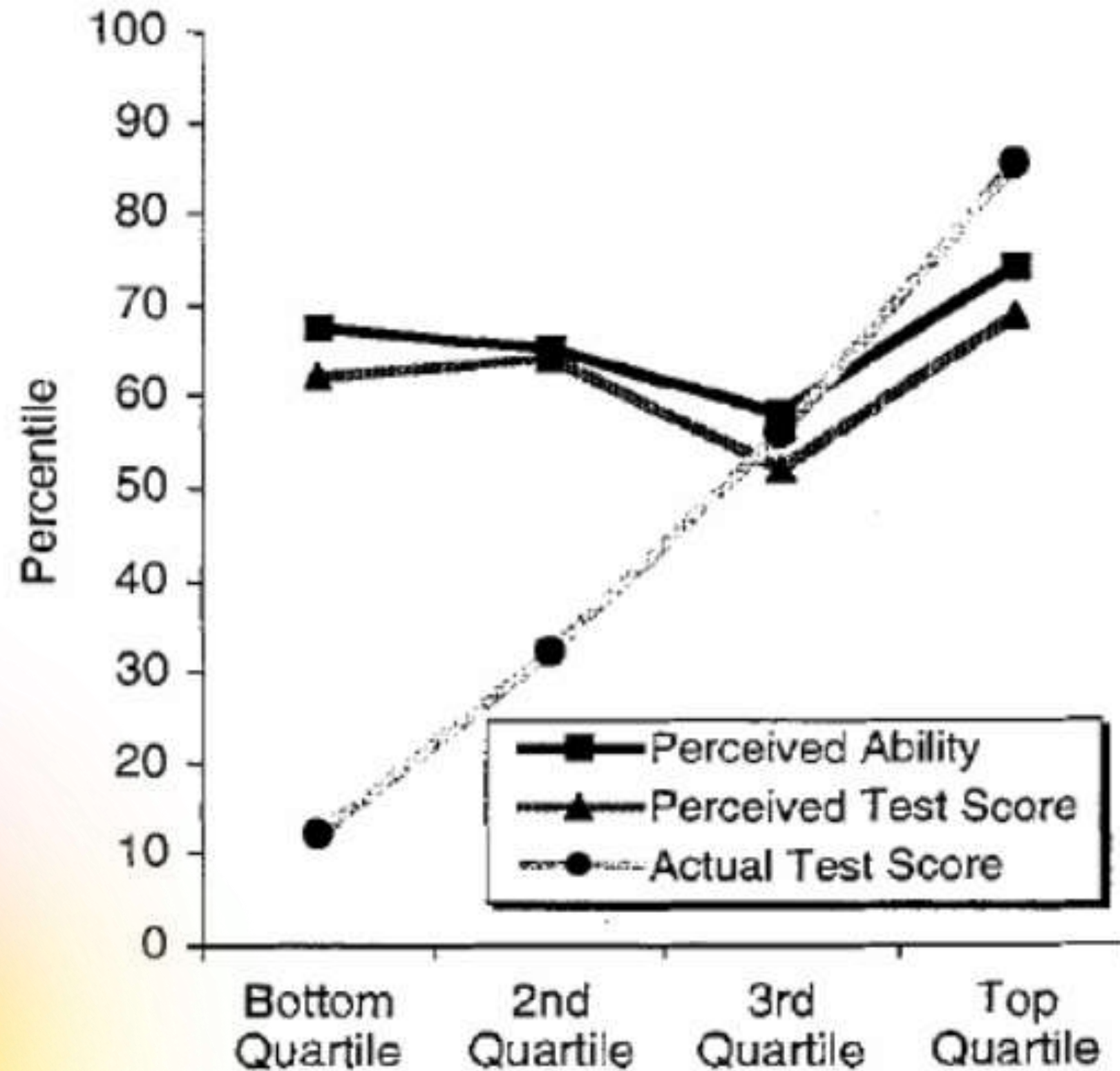


Figure 2. Perceived logical reasoning and test performance as a function of actual test performance (Study 2)

(Dunning & Kruger, 1999)

Be an
EXPLORER

Thank You!



Creating Sparks