

Engineer the win, *rewire the person.*

“ *You don't break a cycle by force — you break it by consistent, assisted wins.* ”

Picture beating the biggest goal of your career — a personal best years in the making — and hearing nothing back. No celebration, no recognition, just a number in a spreadsheet, because you still weren't one of the top few. That quiet “not quite enough to be seen” is where disengagement begins, and most of your people are living some version of it right now.

There is science underneath it. In a 2017 study, researchers turned habitually losing mice into winners simply by engineering the experience of winning — and after enough assisted wins, many kept winning on their own. The wins had physically rewired them. Winning wasn't just a result; it had become a rebuilt capacity for more.

Your people work the same way — and no, the fix isn't a participation trophy. That approach numbs everyone and tells your best performers their effort doesn't matter. The fix is a bridge to the bar that already exists: celebrate the wins that are already happening — the personal bests, the hard-won progress — because what gets rewarded gets repeated. Name a win, and you make the next one more likely.

Then make sure they're in a role their strengths were built for — winning comes far more naturally when a person's strengths and their work are pointed in the same direction. Engineer the win, and watch what they do with it.

THE FAILURE LOOP

How helping your employees win rewires them for future success

BOAZ
STRATEGIC

THE BREAKOUT

Assisted Wins — Celebrated Success



WHY THE LOOP HOLDS

- Mediocre performance reinforces self-doubt
- Self-doubt saps persistence and effort
- Reduced effort produces more misses
- Isolation from top performers' habits
- No firsthand experience of winning to draw from

HOW THE CIRCUIT FORMS

- Understanding team member strengths —
- Alignment of strengths to ideal role —
- Facilitate assisted wins - pair with high performer —
- Recognition that matches personal significance —
- Persistence compounds into a new identity —

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Boaz Strategic helps you align your people's strengths so they can enter their own winner's circuit.