



# OH SHIT

*This is good*

When you encounter challenges at work, you can take a page from Ugg founder Brian Smith's book and experiment with saying, "**OH SHIT. This is good!**"

This simple phrase helps you immediately reframe problems as opportunities. By shifting your mindset to see potential value in adversity, you create a space where obstacles become stepping stones instead of barriers. This approach not only helps you grow personally, but can also fuel a culture of creativity and innovation within your team. Viewing challenges as catalysts for positive change encourages you and your colleague to experiment, iterate, and pursue new solutions with less fear of failure.

Smith's philosophy also helps you move from your "survival brain" to your "wise brain." The survival brain often kicks in when you're facing stress or threats, pushing you into defensive modes like fight, flight, or freeze. This state inhibits creativity and makes it hard to see beyond the immediate problem. But when you consciously choose to reframe setbacks through a mindful lens, you can release your defensive reactions and approach challenges with curiosity and creativity. This shift aligns with mindfulness practices that emphasize awareness and acceptance.

When you tap into your wise brain, you'll be more open to possibilities and find opportunities where others see obstacles. This broader perspective increases your resilience and makes you more willing to share ideas and seek diverse viewpoints.

By meeting challenges with a growth mindset, you can transform moments of crisis into opportunities for growth, harnessing creative thinking to drive innovation and success!