

find **your** maxx[®]

the
maxx you
project

Maxx Your Mindset

Ready to Find Your Maxx and go after the life you've always wanted?

Use this workbook to help you identify the things that are holding you back from becoming your most unapologetic self, and discover actionable techniques to help you overcome them.

It's time to Maxx Your Mindset!



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What does your inner critic say to you?

Inner Critic

Before quieting a negative mindset, it's helpful to spend time clarifying how your inner critic shows up. Most critical messages are actually interpretations built from fear and not rooted in fact. They can be dispelled by considering evidence that is contrary to the interpretation.

Here is an example of an inner critic message that keeps a negative mindset.

Inner Critic Message:

- I am not successful at anything.

Evidence to the Contrary:

- I am a successful doctor and have received awards for my work.
- I successfully organized my family's vacations for the last three years.
- I've fallen but I always get up and keep moving forward.

**Are my inner critic's messages
facts or interpretations?**

From Inner Critic to “I AM”

Name Your Inner Critic

Be super generous with the silliest name you can think of that captures your inner critic when it is at its worst.

Inner Critic Message

What does your inner critic say to you?

Evidence to the Contrary

What is your evidence to the contrary? Name times when the opposite of the interpretation was true.

**I am
authentic.**



**I am
unapologetic
about prioritizing myself.**

My Authentic Self

worksheet

Now that you've identified and named the messages from your inner critic, and distinguished interpretations from facts, it's time to have fun creating a new narrative. When you get clarity around inner critic messages, you create space for rewriting your narrative. Yes, you get to flip the script and Maxx Your Mindset by declaring what your story is going forward. Use the I Am Who I Say I Am prompts below to declare a new mindset, then sign the agreement.

I used to be

List the interpretations, Inner Critic Messages.

I know myself to be

List the facts, the Evidence to the Contrary.

My Authentic Self

delcaration

I am / I am becoming

It's ok if you haven't fully embodied it yet.

I trust _____ with my declaration and
have asked _____ to hold me accountable
to remind me of My Authentic Self declaration.

Signature _____ Date _____

**I take steps forward with
inspired action.**



**I follow my
passions
and I'm worth it.**

Extending the Great Work

My authentic self **theme song**

Consider making a playlist of songs that speak to your declaration.

My favorite **outfit** to wear that embodies my authentic self is

I will **nurture and care** for myself as I Maxx My Mindset by

The scents that capture my authentic self are

I've done some incredible transformative work and how I will **reward** myself is

**Congratulations, you've Maxxed
your mindset!**

About The Maxx You Project

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The Maxx You Project began in 2017 as T.J.Maxx's ongoing initiative dedicated to helping women pursue their most authentic lives. Since its inception, The Maxx You Project has touched the lives of more than 160,000 women across the country through interactive experiences and programming that encourages women to be their most unapologetic selves.

About T.J.Maxx

As the nation's largest off-price retailer, with more than 1,200 stores spanning 49 states and Puerto Rico, T.J.Maxx helps empower shoppers to be their most unapologetic selves by offering an ever-changing selection of high-quality, on-trend brand name and designer merchandise at an amazing value.

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