

# Turning FAILURE Into a Gateway to SUCCESS



BY

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BASED ON THE BOOK BY CHARLES MANZ, *THE POWER OF FAILURE*, BERRETT-KOEHLER.

***Failure*** is one of the most  
dreaded words in the  
English Language.

***Success***, on the other hand,  
is nearly a magical idea for  
most people.

# Redefining Failure and Success



*“Only he who does nothing  
makes no mistakes.”*

*---French Proverb*

# Successful Failures



- **Albert Einstein** (age 10) *“You will never amount to much,”* schoolmaster.
- **Ludwig van Beethoven**. *No talent for music ... “as a composer he is hopeless,”* music teacher.
- **Thomas Edison**. *too stupid to learn anything,* teacher.
- **The Coca Cola Company**. *Sold only 400 bottles its first year in business.*
- **The Beatles (1962)**. *“We don’t like their sound ... guitar music is on the way out,”* Decca Records.
- **Steve Jobs**. *“America’s/World’s Greatest Failure,”* News Headlines.

# A New View of Failure



*“Many people dream of success.*

*To me success can only be achieved  
through repeated failure and introspection.*

*Success is the 1% that results from the 99% we  
call failure.”*

*---Soichiro Honda*

# FAILURE



## **Old Definition**

*A negative, fatal, and final result indicating:*

- Inability to perform and lack of success
- Ineptness, deficiency, or negligence
- A bad, bad thing to be avoided, mourned, and punished

## **New Definition**

*Short-term result, challenge in progress and:*

- A stepping stone to success
- An opportunity for learning and development
- An opportunity for creative change and innovation