Turning FAILURE Into a Gateway to SUCCESS

BY

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