Examining Failure and Fear: What’s Stopping You?

Ashley Good

ashley@failforward.org
@FailForward
FailForward.org
How do you define failure?
Criteria of a Failure
Not all failures are created equally.

CAUSES &
what you did, and didn’t do

Moral Lapse
Incompetence / Ignorance
Uncertainty
Task Challenge
Experimentation

CONSEQUENCES
losses and gains over time

To Self
To Others

Praiseworthy*
Blameworthy*

*Amy C. Edmondson, Strategies for Learning from Failure, Harvard Business Review April 2011
failure
/'fālyər/
noun
1. Lack of Success
2. Teachable Moment
Failure-Is-Not-An-Option Pyramid

Your big operation goal

Failure is NOT an option

Failure is ALWAYS an Option

Ground level tactics
What’s Stopping You?
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• Write down three risks that you think you should take but haven’t
• Write down the reasons why you have not taken each risk
• What does your alter ego have to say?
• What’s the first step in taking that risk? What action will you take before the end of the day?
What’s Stopping You?