

Forward Faster by Design

BREAKFAST SERIES



Faster Glass

imagine better ← innovate faster



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Table Introductions

- Name
- What do you get paid to do?
- Embarrassing childhood failure



FAILURE

is a popular topic these days

WALL STREET JOURNAL BESTSELLER

The WISDOM OF FAILURE

HOW TO LEARN THE TOUGH LEADERSHIP LESSONS WITHOUT PAYING THE PRICE

LAURENCE G. WEINZIM AND JIM McCONOUGH



NEW YORK TIMES BESTSELLING AUTHOR OF THE 21 IRREFUTABLE LAWS OF LEADERSHIP
JOHN C. MAXWELL

FAILING FORWARD

TURNING MISTAKES INTO STEPPING STONES FOR SUCCESS

SPECTACULAR FAILURES



Podcasts

OLYMPIC SKIER • NFL PLAYER •
JEREMY

FUELED BY FAILURE

USING DETOURS AND DEFEATS TO POWER PROGRESS

Books



Conferences

We Failed . . . Now What?

1. How we react





Landing on the moon was one of mankind's most significant achievements.

"All the News That's Fit to Print"

The New York Times

LATE CITY EDITION
Western Ed. with today's coverage tonight. Times, please tomorrow. Times, please today. 20th Century 7:45. Temp-Hum. Index yesterday 10. Complete U.S. report on P. 10.

VOL. CXVIII, No. 40,721 NEW YORK, MONDAY, JULY 21, 1969 10 CENTS

MEN WALK ON MOON

ASTRONAUTS LAND ON PLAIN; COLLECT ROCKS, PLANT FLAG

The Weather

The Washington Post

FINAL

MONDAY, JULY 21, 1969

'The Eagle Has Landed'— Two Men Walk on the Moon

'One Small Step For Man... Giant Leap for Mankind'



WASHINGTON (AP)—Two men in white space suits stepped onto the moon today, planting the American flag and collecting lunar rocks. The historic landing was witnessed by millions of people on Earth.

The astronauts, Neil Armstrong and Michael Collins, landed on the moon at 10:51 p.m. EDT, and got out of their lunar module at 11:01 p.m. EDT. They were the first humans to set foot on the moon.

Armstrong was the first to step onto the moon, saying, "That's one small step for man, one giant leap for mankind."

Collins remained in the lunar module while Armstrong and another astronaut, Edwin "Buzz" Aldrin, explored the moon's surface.

The moon is a dark, desolate landscape with no atmosphere and no life. The astronauts collected several rocks and soil samples for study on Earth.

The moon landing is a major milestone in human history, marking the first time humans have set foot on another celestial body.



A Powder Is Close

By JOHN ROBERTSON
HOUSTON, Monday
Two Americans, an eagle-foot-legged, and the historic landing yet

THE ONION

LATE EDITION

Monday, July 21, 1969

HOLY SHIT MAN WALKS ON FUCKING MOON



NEIL ARMSTRONG'S HISTORIC FIRST WORDS ON MOON: 'HOLY LIVING FUCK'

WASHINGTON (AP)—Neil Armstrong's historic first words on the moon were "Holy living fuck," according to a new report. The report says that Armstrong said the words as he stepped onto the lunar surface.

The report is based on a recording of Armstrong's voice that was made by a microphone on the lunar module. The recording was discovered by a team of researchers who were studying the moon's surface.

Armstrong's words were a surprise to many people, as they were not expected to say anything like that. The report says that Armstrong was in a state of shock and disbelief when he landed on the moon.

The report also says that Armstrong said "Holy living fuck" several times during his walk on the moon. The report says that Armstrong was in a state of shock and disbelief when he landed on the moon.

But that success was preceded by a string of failures. How NASA and the astronauts responded to those failures was critical to their eventual achievements.



Reaction to

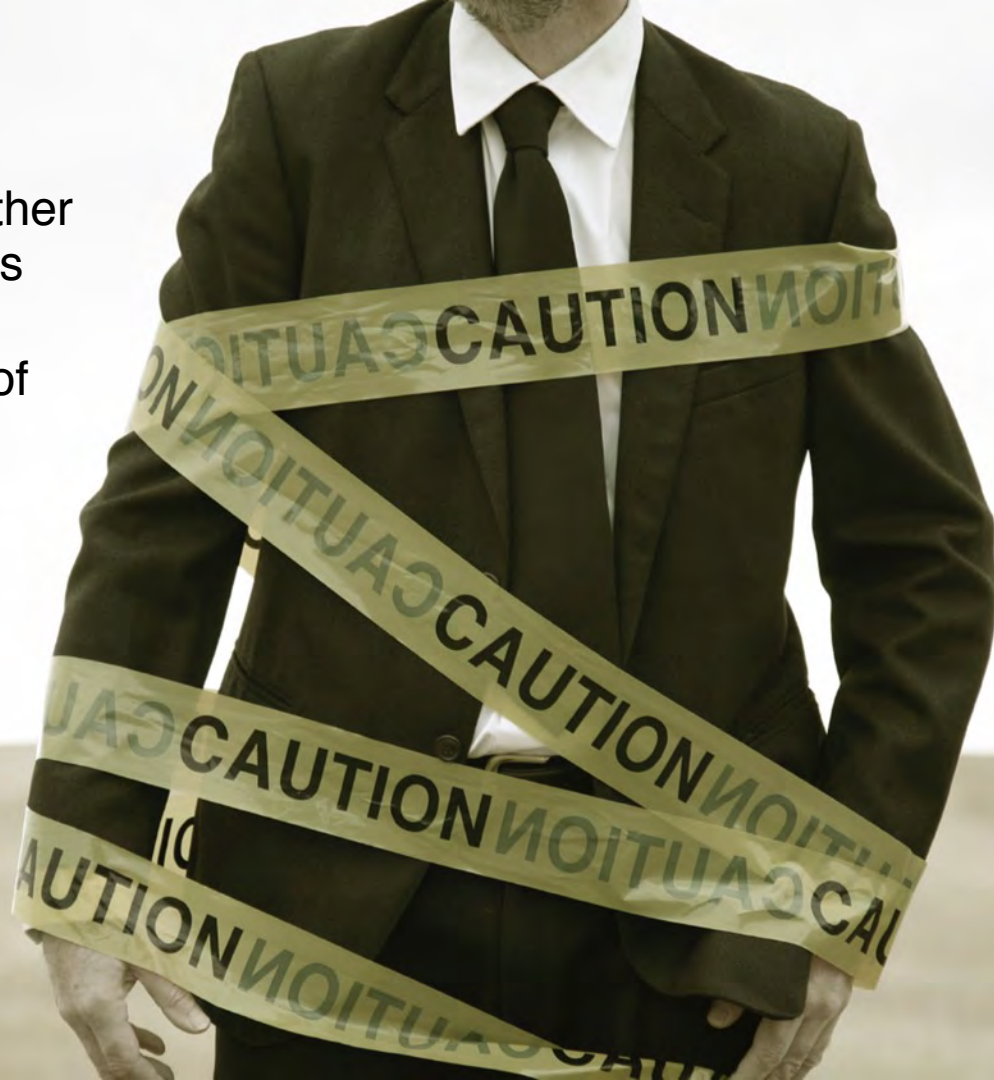
FAILURE



We can:

- Retreat to safety
- Punish those who fail

Unfortunately, either of those reactions can lead to an overabundance of caution which, in turn, stifles innovation.



“The problem at GE was simple. The penalty for failure was greater than the reward for success.”

Wall Street Journal
Dec. 2018





We can:

- Retreat to safety
- Punish those who fail

A better option is
to learn and adjust.

We Failed . . . Now What?

1. How we react
2. Conditions for productive failure





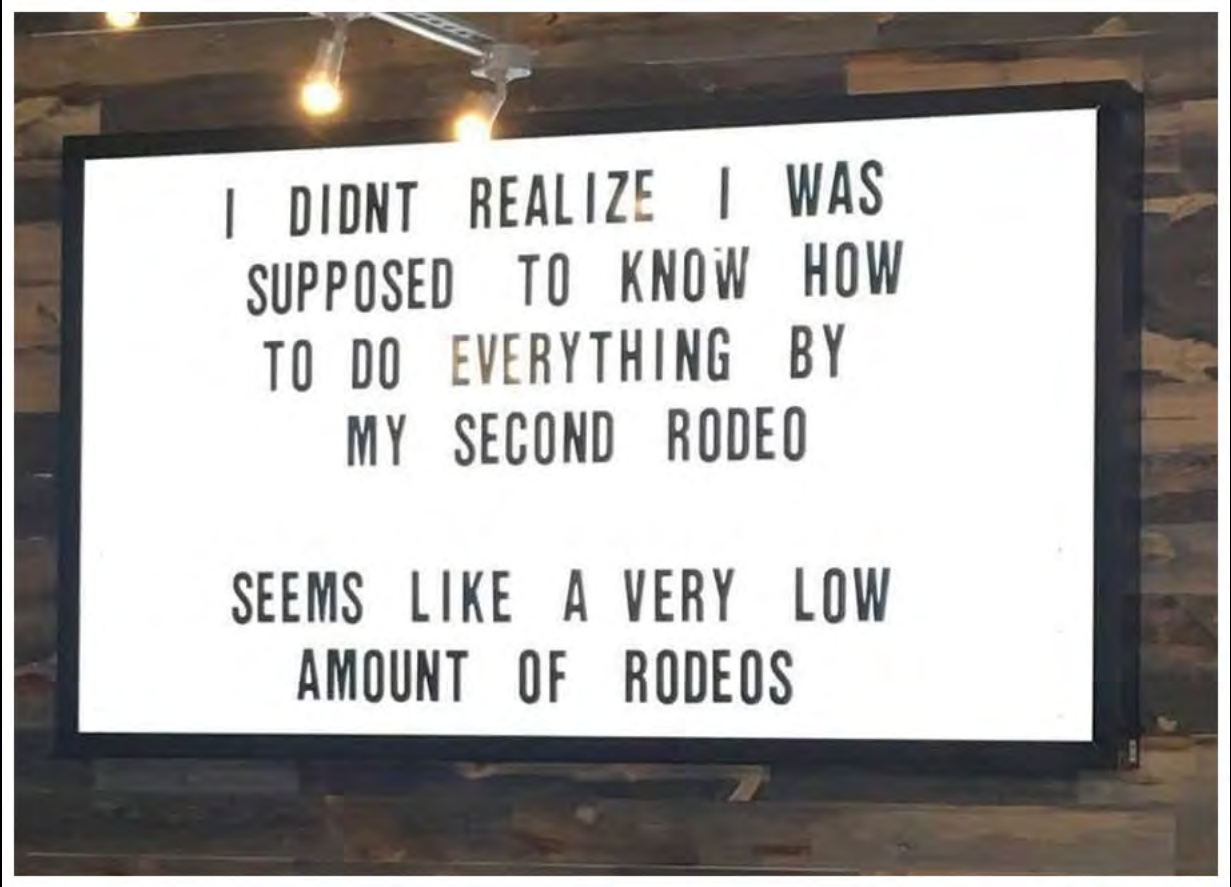
1. Carve out time and space to test ideas.

“Management’s job is not to prevent risk
but to **build the ability to recover.**”

Ed Catmull



1. Carve out time and space to test ideas.
2. Promote a growth mindset.



I DIDNT REALIZE I WAS
SUPPOSED TO KNOW HOW
TO DO EVERYTHING BY
MY SECOND RODEO

SEEMS LIKE A VERY LOW
AMOUNT OF RODEOS



1. Carve out time and space to test ideas.
2. Promote a growth mindset.
3. Be explicit about when and where to “test and learn.”
4. Ensure learning is captured and applied.

We Failed . . . Now What?

1. How we react
2. Conditions for productive failure
3. Human-centered response
 - The people we serve
 - The people we lead





How we recover from failure, especially when it impacts customers, can engender greater loyalty. Mountain Dew turned a mistake on their Upper Peninsula can into an opportunity to engage their audience in a meaningful way.

Likewise, when someone we manage fails, how we respond to them matters. We can either use it as a teachable moment or we can punish them. Clearly the context matters, but small mistakes can be turned into investments in their development.



**Thinking Left-Handed:
The Case for Inclusive Design**

Friday, Dec. 13th

McColl Center for Art + Innovation

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