



Failure

A Gateway To Success

Its Not Over Untill you Win

Shreya Dwiwedi

Failure: A Gateway to Success



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PREFACE

I recently observed a child attempting to use the monkey bars for the first time. She struggled to grab the second bar while leaping up and kept falling. However, she persisted and made tiny adjustments until she successfully got through the first bar. Despite falling multiple times, she continued to try and experiment with different approaches until she succeeded. This made me wonder why it's so difficult for adults to try new things and fail, whereas children find it easier.

Embracing failure should not be difficult since it's a fundamental part of human existence. We all failed multiple times before learning to crawl, and this is how humanity progresses. However, we are conditioned from a young age, through the education system and societal norms, to believe that failure is terrible and that we must always succeed. We are rewarded for obtaining high grades and following rules.

But in today's world, constant creation is essential. Businesses cannot wait for innovation cycles to end before creating and testing new products and market strategies. Humans must continuously be absorbed in the present, trying and failing. The key is to rediscover our innate ability to fail and learn from it.

Evolution and innovation occur in setbacks, just as they did when we were younger. The solution to the problem is often entirely different from what we initially thought, and that's okay. The journey itself is valuable, and we will fail along the way, but it's essential to learn from those experiences and use that information to develop efficiently. Imaginative ability is not something we're born with, but it's learned through effort, trial and error. If we want to be more innovative and successful, we should encourage ourselves to fail.

This book aims to explore the ways and means of the failures we all face before succeeding. It will provide examples of people who failed before achieving success and show us that sometimes failure is just a road which will get you to your successful destination", so enjoy your journey of rejection and learn from it.

ACKNOWLEDGEMENT

Dear Reader,

Though I have a long list of people to whom I owe a lot, I would like to express my gratitude to you as you are reading my first book, a book written by a person who has never read my book haha, but yes I have years and years of my tiny tweaky experiments and experiences from failure to success, learning to exploring, falling to standing tall, and for this journey I owe many and many, as it is commonly said that every person and situation that crosses your path has a purpose. This book is primarily dedicated to my parents, as my RJ fame credit goes to my Ma as if she hadn't sent me to the auditions, I wonder what I would have been doing with my life for the past few years, and to my Paa, a man known as a walking dictionary of experiential learning, as he always did and made me believe saying Ruk Jana Nahi Tu Kahin Haar K. My husband, who is in Indian Army, never let me settle for less, but just the best, and my Badi Maa the biggest inspiration of my life, as well as my friends and mentors who kept me going on and on and on, So please allow me to share my own experience. As a student I never got good grades, I didn't get a chance to be in a hot shot-top institution, but today I am a professor. As an RJ I was rejected from my very first audition because of my pronunciation. Later, I held IRF for most famous RJ, hosted the National shows and I experimented with many jobs and profiles on the trial-and-error method. From my experience, I would just say one thing - "Never cease to learn, because life never ceases to teach" I continue to appreciate my path of failure and am certain that it will bring me to my objective.

Shreya Dwiwedi

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CHAPTER 01

WHAT IS A FAILURE?

“The phoenix must burn to emerge.”

- Janet Fitch

It happens to all of us. However, only a select few can figure out how to use failure as a stepping stone to future success. This essay delves into what it means to fail, how success and failure are related, and why failure is nothing to be afraid of?

It's human nature to avoid taking risks that can backfire. Fail attempts may be quite humiliating. The question is, what precisely is failure?

The Definition of Failure is the Absence of Achievement or the Incapability to Achieve the Intended Result.

The issue is that we tend to make too much of setbacks. We place too much importance on how it affects our self-perception. It is generally an internalized or self-imposed standard that we fall short of. It's not the intention of most people to lose almost anything. The absolute last thing we desire is to be thrown out as a bust. However, perhaps I am wrong about it. The value of failure should not be underestimated. We may use this experience as a springboard to greater understanding and success in the future. The best kinds of setbacks provide us with fresh insight and valuable lessons that help us advance toward our objectives.

“If you aren't failing, you're not taking enough chances” is a credo followed by some.

To Rephrase: you aren't Pushing Yourself if everything you try goes According to Plan and is quite comfortable. Not Extending Prevents Development.

There are many things I've tried and failed at during my lifetime.

When I was younger, I attempted to learn guitar, cello, and piano, but I was only somewhat successful at each. Early on, I abandoned my musical pursuits in favor of athletics. But I soon discovered that my height didn't provide me any advantage on the basketball court. (Or football.) Also, cricket (To be fair, I was terrible at cricket.) The adult version of the problem persisted. That "dream job" I applied for didn't pan out. In spite of my best efforts, I was not accepted into the graduate school program of my choice. I have sent out many proposals for a chapbook and received just as many

rejections. I tried something different at work, but it didn't work that way. Certain friendships and partnerships also end in failure.

However, I picked up some knowledge along the road. I grew wise to my folly. The areas where I excelled became clear to me. I figured out the direction I want to go professionally. What I've realized is that my setbacks are not who I am. I realized that failure was a necessary step toward eventual success. Moreover, I realized that it is possible to improve one's performance after experiencing setbacks.

The pain of defeat is felt physically as soon as it occurs. You can tell yourself, "I'll never get over this." Your sense of pride and self-assurance may suffer. After this experience, you might be hesitant to try anything else out.

● For Example

Thomas Edison tried 10,000 times before he succeeded in creating the perfect light bulb. Thirty-six publishing houses turned down Arianna Huffington's book. Bill Gates's first business venture failed miserably.

Walt Disney's inability to think beyond the box led to his dismissal from a newspaper. The high school Michael Jordan attended cut him off the basketball team. At her first employment, Oprah Winfrey was subjected to sexual harassment and a toxic work environment, which ultimately led to her dismissal.

Even the most accomplished persons have experienced repeated setbacks along their path to achievement. Discuss the ways in which you have grown as a result of setbacks. Exactly what can you learn from your mistakes? How can you find thankfulness after you've failed?

If you had to define failure, what would you say it is?

To fail is, in the minds of many, to aiming for something but fall short.

To us, it seems obvious and uncomplicated to gauge whether or not one has attained a set objective. Data is typically used as the basis. True, failure is often subjective.

"Don't fear failure - not failure, but low aim is the crime. In great attempts, it is glorious even to fail."

- Bruce Lee

CHAPTER 02

“If you're not prepared to be wrong, you'll never come up with anything original.”

- Ken Robinson

Three Metaphors for Interpreting Failure

Here are three metaphors that might help you rethink what it means to fail. Words may have a significant impact, as you well know. I'm hoping this has helped you see setbacks in a better perspective, as instructive experiences rather than meaningless roadblocks. Metaphors may be used to further alter one's perspective on defeat. Subtly altering someone's perception of something by using a term or phrase that normally refers to something else in a different context is possible. When you see an issue as a heavy weight, you automatically link it to a difficult situation. You feel too feeble to lift it off your chest and reclaim your breathing space. When even contemplating it causes you to physically withdraw, how are you expected to triumph over it? To change your mindset, try thinking of the issue as a barbell you wish to lift off the ground to gain muscle and grow stronger, for example. To further emphasize how important it is to learn from mistakes, consider using one of these three metaphors:

● **Failure is Like Navigating a Maze**

Visualizing the process of working towards your goal as a labyrinth might assist you in learning from your missteps. You're gradually getting rid of inefficient methods. If you use this analogy, you can still succeed despite a setback. A fresh start is what this will signify.

It's quite unlikely that you won't run across at least one dead end on your way out of the labyrinth. That some individuals will pay to enter a corn field labyrinth and have the fun of their life trying to get out, but will quickly give up when they become lost in the same (though metaphorical) maze while pursuing their objectives, isn't that interesting?

● **Failure is Like a Chisel**

it helps you shape your success. Famous artist Michelangelo famously remarked, "Every block of stone has a statue within it and it is the responsibility of the sculptor to uncover it." Using this analogy, every setback will make you more determined to find the statue hidden inside the block of stone you're working on. Carving this figurative stone transforms not just the stone but also the artist. You become a better sculptor as

you learn from your mistakes and gradually reveal the sculpture hidden inside the stone you're working on. This is because failure acts as a filter.

● **Failing is a Sorting Mechanism**

When describing the effects of a failure. When anything takes a long time and demands a lot of patience, a lot of individuals drop out along the way. If patience plays a significant part in reaching your objective, you'll have a leg up on the competition and be able to attain your goal more quickly. When things become challenging, those who lack the will to persevere are weeded out, while those who succeed are rewarded not just with material success but also with profound internal fortification. From this vantage point, it's good news that your objective is so challenging to obtain; it means you'll have to go through a rigorous process that will ultimately strengthen you as a person. Many lottery winners have gone on to lose their windfall or even end up worse off financially than they were before their "lucky" day. You receive the event (success) but not the process that transforms you into a person who genuinely deserves it and understands how to manage it when you get something for nothing. Contrast these "fortunate" individuals with others who toil hard at a company for years, facing setback after setback, yet never giving up. To the contrary, they will be far less inclined to blow through their fortune after they've established their firm and been producing substantial profits. For this reason—that it was not an easy feat to complete—they may now bask in their accomplishment for many years to come.

You may say that you are addressing the symptom rather than the source. Treating the symptoms is the easy way out, as if you won the jackpot or had surgery to help you lose weight. In terms of character, you aren't developing at all. Repeated use of the same strategies only serves to bring you back to square one. When you get rid of the underlying issue, whether it a lack of good habits, laziness, procrastination, or lack of self-discipline, you will be eternally transformed, and your external environment will reflect that. When you feel yourself becoming frustrated with the barriers you might endure on the path to success, remind yourself that these challenges are really tools you'll need to earn the right to achieve your objective. If everything you wanted were handed to you the moment you asked for it, you would never learn to value it or be prepared to responsibly manage it. You'd end up wasting it, anyhow. Allow the filter to hammer you into form like a sword

Try to put yourself in each of the following three situations and decide if you would consider yourself a success or failure in each one:

1. A seasoned marathoner resolves to complete her upcoming race in less than four and a half hours. She will need to cut 15 minutes off her previous record to meet this target. After 4 hours and 36 minutes, she finished the marathon. In nine minutes, she beat her previous best.
2. A senior director is competing with other in-house and outside applicants for a promotion to vice president. She hears nothing but good things. However, the management team explains that they believed that bringing in an outsider would better show their dedication to the new direction.
3. A promising young employee is tasked with creating a PowerPoint presentation for an important meeting. A presentation he thinks is great is turned in to his manager. The employer is pleased with the job, but makes major adjustments to the 9got a B when they got their test results back. In academic terms, this equates to a grade of C+.

A job seeker participated in a workforce development program and gained new abilities. They have completed the course yet are still jobless. They've submitted applications at over 50 different companies but have yet to receive any interviews.

Someone in the office was elevated to the position of people manager not too long ago. Annual assessments reveal, however, that the squad is having serious difficulties. The group is failing to meet its objectives. In addition, the managers is being told to improve their people management by higher-ups.

"In the end, it's our setbacks that teach us the most. Not only do we learn from our failures and make improvements for the future, but we also grow as people and develop compassion for those who are also experiencing difficulties."

Many research efforts have been dedicated to the study of failure. The study of failure is becoming an increasingly established scientific field. As a matter of fact, it is now accepted that failure is necessary for success. But here's the catch: you can only benefit from failure if you take the time to learn from it.

26 People who faced Rejections before Getting Selected

"If you fall seven times, you'll get up on the eighth."

-Japanese Aphorism

It's all too common for people to view setbacks, like being rejected, as the end of the road rather than a potential next step toward fulfillment and achievement. Rejection may be devastating, and it often is. But, as Bruce Wayne's dad always says. Asking, "Why do we fail? That we could get the ability to pull ourselves back up when we fall." Everyone has had their hopes dashed at some point. Here are a few survivors who went on to become global icons despite overwhelming odds.

- i. London's RSO Records turned down a record deal with U2. A year after that, in 1980, U2 issued their first worldwide hit, **"11 O'Clock Tick Tock."** Mental floss.
- ii. **To add insult to injury, music producer Jimmy Ienner turned down Madonna.** The letter was written before her debut, self-titled album was published in 1982; it has since sold over 10 million copies worldwide. Stop feeling sorry for me and toughen up, Jimmy said Madonna.
- iii. **J.K. Rowling had her work turned down by around a dozen publishing houses.** A warning to "not leave her day job" was given by one of them.
- iv. **Elvis Presley was sacked by Grand Ole Opry boss Jimmy Denny after only one performance.** You ain't going nowhere, son," he allegedly informed him. You should get a truck and start driving again. Rest is the history.
- v. **The firm Steve Jobs founded dismissed him.** This person is the proverbial bad apple. But as we all know, he was eventually brought back, and his efforts helped propel Apple to its current enviable position.
- vi. **Amitabh Bachchan was turned down by All India Radio, which was a major setback in his career.** Ameen Sayani, a radio host back in the day, never got the chance to chat with Amitabh Bachchan because of time constraints. As the cliché goes, everything changed as the "Big B" settled into Bollywood.
- vii. **As for Decca Records chief Dick Rowe, he turned down the Beatles.** Guitar ensembles, in his opinion, "had no future in show industry" and were "on the road out." How does he feel about it now?
- viii. **When Stephen King originally tried to get his novel published,** he was turned down a whopping 30 times until he finally got it published under the title *Carrie*. You may remember that *Carrie* became a bestseller and was turned into four films (including a remake) and a musical on Broadway.

- ix. **Marilyn Monroe was discouraged from pursuing a career in modeling** in favor of working as a secretary. If she had given credence to her critics, she never would have been the first true American girly girl.
- x. **The School of Theater, Film, and Television at the University of Southern California denied Steven Spielberg. Thrice.**
- xi. Looking over his body of work, it's easy to see who got the short end of the stick. Thomas Edison lost his job at Western Union because of a Sulfuric acid accident. Apparently, making a hole in the office floor is sufficient cause for dismissal. However, this freed him up to focus on his true love: inventing.
- xii. Eventually, in 2006, Lady Gaga got signed to a record company after years of trying to get their attention. However, they were let go after only three months. Lady Gaga is currently one of the best-selling artists of all time.
- xiii. **Hema Malini was turned down for a role** by director C.V. Sridhar when she was only 15 years old. Although this would have been her debut film, she went on to star in many more masterpieces, including the all-time favorite Sholay.
- xiv. **The Kansas City Star, where Walt Disney had worked, dismissed him. So, it seems he "lacked creativity and had no decent ideas."** Several generations of kids will likely have opinions about it.
- xv. **Tim Burton, a filmmaker with several awards, was turned down by Disney Studios.** This is the same person who went on to work with Johnnie Depp on seven films and direct two Batman pictures on his own, so Disney may have lost a trick by not hiring him.
- xvi. **When Sachin Tendulkar tried out for the role of fast bowler,** Dennis Lillee turned him down. You don't bowl? I don't mind. Just let me become the best batsman in the history of the game.
- xvii. **During his lifetime, Vincent Van Gogh had only one of his paintings sold.** But now he is considered by many to be the greatest artist in history.
- xviii. **Since Oprah Winfrey was deemed "unfit for TV,"** she was let go from her position as a news anchor. Which proves, uh, what do we all know, eh?

xix. **The Museum of Modern Art initially rejected Andy Warhol**, a pioneer of Pop Art. For the record, he wasn't trying to convince them. I mean, he was just giving it away. But they still didn't accept it. In honor of Lee Washington

Since they were able to emerge unscathed from their ordeal, we have no excuse. Please proceed with the rejections, turning them into selections.

● EXERCISE

Step one: Gain wisdom from defeat

When you make a mistake again, try not to quit up out of anger, irritation, discouragement, or guilt. Give yourself some time to deal with your disappointment, and then write down what you've learnt as a result of your failure. As a result, you'll be able to build up a healthy defense against future setbacks. Instead of letting a setback paralyze you, turn it into a catalog of learning and give yourself the ability to develop by considering new strategies.

"A man must be big enough to admit his mistakes, smart enough to profit from them, and strong enough to correct them."

- John C. Maxwell

CHAPTER 03

“When we give ourselves permission to fail, we, at the same time, give ourselves permission to excel.”

- Eloise Ristad

4 Types of Failure We Have all Experienced and Will Again

Here are 4 Common Forms of Defeat that Everyone Has Faced and Will Face Again

We all fall short of our goals now and again, but it's up to us to figure out how to pull ourselves back up and try again.

Considering that these are the most common and most inevitable forms of failure, I will be focusing on only four of them today.

Hopefully, we'll be better able to cope with setbacks in the future if we take the time to analyze what went wrong, what that failure means, and what we can do about it.

What we may take out from each variety of setbacks

- **Flop #1:** Totally Disastrous Attempt

In terms of significance to me, this is the toughest.

This kind of failure occurs when individuals suffer the loss of something crucial to their well-being. Such factors may include, for instance, their state of health or their present degree of functionality. Their means of support from a position over which they had no control, or when their actions have led them to lose the respect and admiration of people they hold dear. We're talking about a major setback here, the likes of which many people have trouble getting over. A challenge that, whether you like it or not, you will face again, and from which you may hopefully develop the tools to recover. If we take a look at our health, hearing that we have a problem that makes us human and vulnerable might be a devastating blow. that this is a constant reminder that our lives are changing irrevocably. It's not the first medical problem you'll face, but it might be the defining one.

How you choose to take charge of the situation and go on anyway says a lot about how you will handle similar challenges in the future.

Losing our job or the admiration of people we care about is a traumatic experience that many people have to endure. Most of the individuals have lost their livelihood, Maybe there was no fault due to their own or because of circumstances further than their disposal.

Most people are fallible and have disappointed others with their actions at some point. Both are possible in the future, but what matters most is what we take away from our experiences with them and how we use that knowledge to bounce back stronger than before.

● **Flop# 2. A Triumphant Defeat**

If you give it your best and still end up failing, at least you went out with a bang! These setbacks, as heartbreaking and disheartening they may be, are essential. Further, if we are the ambitious sort, this will not be our first encounter with Glorious Failure.

Indeed, I really, really, really hope not.

The lessons learned from each of these setbacks are invaluable.

It's through these experiences that we're able to develop a thicker skin and grow as people. Only by allowing ourselves to refocus and learn from the experience can we hope to become stronger and construct more robustly in the future. This is the kind of setback I hope everyone has at some point in their life, since it is from these experiences that greatness may emerge if we are willing to let it.

● **Flop#3 Frequent Error**

It's just a normal, daily setback, and since nobody's perfect, you can expect to encounter it again and again in your life.

The equivalent of forgetting an appointment or bringing the wrong CD to a presentation. Forgetting to make copies of meeting materials in advance, only to discover the copier is broken. This is the same as failing to remember a friend's birthday or the fact that a report is due on Friday at noon, not 3 p.m. The fact that we are fallible as human beings means that we will continue to make these same errors.

We need just forgive ourselves and carry on at this point.

● **Flop# 4. Expected to Fail**

This is the predictable type of setback.

You might compare it to the trial run of a new product or service.

We've set everything up, and now we'll test it to see if everything works as expected or if there are any problems, or "bugs."

If we are ambitious and creative, we will inevitably face this kind of setback repeatedly. What matters most is how we react to setbacks.

Some folks just don't have the mental toughness to handle the possibility of failure, much less the certainty of hitting a home run.

Others recognize that failure is an inevitable part of the creative process and an opportunity to grow and develop by seeing what works and what doesn't in future endeavors. Top Business people and Government Officials Around the Globe. These ground-breaking thinkers discuss the lessons they took away from their failures.

Contributed by Nina Zipkin

It doesn't matter how prepared you are, if you decide to go into business for yourself, you will get many rejections. However, it is not the adversity itself, but how you respond to it, that ultimately determines who you are. It's important to keep going even if things get tough, rather than giving up when you encounter resistance.

Continue reading to see what the most creative and influential leaders have learned from being turned down.

08 creative and Influential leaders who turned down the failure

A hundred times, somebody told her "no." This 30-year-old founder is in charge of a company worth \$1 billion.

i. Steve Jobs

Jobs is unquestionably a pioneer in the field of technology. However, his aggressive management style was so divisive that the board of directors of Apple, the business he co-founded, sacked him in 1985. Jobs, meanwhile, founded software firm NeXT and acquired Pixar, a small animation studio. Upon his return to Apple in 1997, he steered the company toward becoming a market powerhouse. The time away from Apple was helpful, Jobs declared in his 2005 graduating speech at Stanford University, which has since become famous. Getting sacked by Apple was indeed the greatest option that could have occurred to me, although I didn't realize it at the time. Success's burden was

exchanged for the uncertainty and fresh start of being a novice. That break allowed me to enter an era of my life that has been extraordinarily productive.

ii. Rowling, J.K

The author of Harry Potter and the Cormoran Strike detective series (written under the pen name Robert Galbraith) took to Twitter in 2016 to share some of the harshest rejection letters she had received over the years. The first Harry Potter book was famously rejected 12 times before Bloomsbury agreed to publish it. She submitted the manuscript without crediting herself, thus she missed out on the Potter caché. It didn't stop her, though; she continued on. Rowling admitted that she dreaded the day would come when "every single publisher turned me down," but she insisted she would keep trying. It's true that "I had nothing to lose," which is why I decided to take a chance.

iii. Musk, Elon

Musk's career is strewn with failures and setbacks if you really look at it. When he applied for a job at Netscape in the 1990s, he supposedly didn't hear back. After spending some time as PayPal's CEO after the corporation acquired his finance startup X.com, he was ultimately let go from his role. When he first started out trying to establish an aerospace company, he encountered unenthusiastic Russian corporations that flat out refused to sell him any rockets. However, he continued to create after each setback. His first venture, Zip2, was launched after his time at Netscape. He went forward to co-found Tesla, SpaceX, Neuralink, and The Boring Company after his success with PayPal. Still, Musk faces challenges like Tesla manufacturing delays and enough rocket explosions to compile a highlight reel. To this day, though, he continues to shoot for the moon.

iv. She is known as "Oprah" for Short.

Winfrey may be a media superstar now, but it was a failure in her past that shaped her into that role. Winfrey's co-anchoring gig on the nightly news at a Baltimore station lasted all of seven months before she was let go because she had to work beside a sexist, condescending experienced anchor. Later, she was chosen to anchor the morning program for the network, dubbed "People Are Talking," which initially received mixed reviews from viewers. Even so, Winfrey was intent on making the greatest of her chance. The Baltimore Sun one of the largest circulated newspaper When asked about the incident by , Winfrey said, "Not all my recollections of Baltimore are happy ones...."

The city of Baltimore is not without its positive memories for me, since it was there that I matured into a mature lady. Initially, I was ignorant, inexperienced, and clueless about the corporate world and beyond. Plus, I matured in Baltimore.

v. Buffett, Warren

One of the world's wealthiest people, Warren Buffett has been in the business field for quite some time. When the Berkshire Hathaway's current Chief Executive officer was just 11 years old, he began investing. If you look at his career from the outside, you may believe it's been all plain sailing, but even the Oracle of Omaha has experienced rejection. He applied to Harvard when he was 19 years old, but was rejected. He explained the mishap that befell his application in a conversation with biographer Alice Schroeder. I seemed approximately 16 but was just 9 on the inside. After discussing my qualifications for about ten minutes, the Harvard graduate conducting the interview rejected me. Although he didn't thrive at Harvard, he was able to go to Columbia and refine his investment talents there. Undoubtedly, the results have been positive.

vi. Barbra Corcoran

Barbara Corcoran, a real estate entrepreneur and investor, had a similarly unpromising start to her career. The 22-year-old waitress's boyfriend provided a startup loan so she could open a real estate agency. They started the business together and had been working together for seven years until he surprised her by leaving to marry his assistant. Years later, when Barbara Corcoran was in the running to be a judge on Shark Tank, she lost the position to some other female entrepreneur, but she regained it by penning a letter to the creative team outlining what they would fondly miss out on if they didn't employ her. According to an interview with Entrepreneur, Corcoran explained, "I claimed that all the best things came to me on the heels of rejection and I considered his rejection a fortunate charm." Over the course of my career, I was able to transform some setbacks into some of my most rewarding experiences.

vii. Bezos, Jeff

Bezos faced skepticism at the outset of Amazon's existence, but the e-commerce behemoth has now become so successful that communities around the United States are competing to host its second headquarters. He spoke with 60 Minutes about the state of balance he had to perform to get the company off the ground financially. Bezos reflected, "It took me 60 meetings and I raised \$1 million from 22 individuals at around

\$50,000 a person." There was a razor's edge between the possibility that I would be capable of raising that kind of money. That's right; it would have been possible to stop everything before it ever began. In 1995, when I first began raising capital, the question "What is the internet?" was at the top of every investor's list. Sooner or later, it appeared that others understood what he was attempting to construct.

viii. Financial expert Sallie Krawcheck

To say that Krawcheck was a household name on Wall Street would be an understatement. However, she was officially sacked from her role as Citigroup's CFO in 2008, at the peak of the economic crisis, when she stated that the company owed clients a portion of the money they had lost due to the firm's recommendations. To Krawcheck's mind, the fact that she was a lady in a position of power was a major factor in why she was let go. But she took the criticism she received and used it to motivate her to start her own business, Ellevest. Taking no professional risks is the biggest danger, Krawcheck told Entrepreneur. If we don't actively challenge ourselves, the world will just move on without us.

"What is the point of being alive if you don't at least try to do something remarkable?"

- John Green

CHAPTER 04

FEAR OF REJECTION

“Our greatest glory is not in never failing, but in rising every time we fail.”

- Confucius

Conquering the Fear of Being Turned Down

Adulthood's biggest challenge is getting over the crippling dread of being unloved and failing. When we let this worry about making a mistake consume us, we put our need for validation and safety ahead of all else.

Saying "I can't" over and over again is a common way to express a crippling dread of failing.

It manifests as a constriction in the throat, a racing heart, and quick breathing in the chest. The anxiety of being judged negatively hinders one's ability to perform and express oneself. The way our parents condition their love on our actions teaches us this. If we follow their wishes, they will adore and approve of us. They may remove their affection and approval, which we take to be rejection, when we do stuff they disapprove of.

People who grow up receiving only conditional affection tend to worry too much about what other people think as adults.

Type A behavior, marked by antagonism, distrust, and a concern with performing to an arbitrary high standard, is common among males. The "I really should, I have had to" mentality is indicative of this, as is the belief that "I have to work more and carry out more in so as to impress the boss," who has effectively assumed the role of a parental figure.

Both the dread of failing and the fear of being rejected are felt by over 99percent of individuals. They become stuck thinking, "I can't, but they are forced to," and "I choose to, but I can't do."

Practice Self-Love- In order to overcome these anxieties, one must hone their bravery, moral fiber, and confidence.

Love, self-love, and respect for oneself are the antidotes to fear. Taking courageous action while feeling scared is only a tactic that increases our respect for ourselves to the

point where our concerns diminish and lose their power to influence our actions and choices.

The "worry buster" is one of the most effective methods for combating anxiety and stress.

Many individuals have reported back to me that they were able to shift their outlooks and become more productive at work and in their personal life by following these few easy steps.

My formula has 4 parts:

I. First, Clearly Document the Issue

The first thing to do is to put down on paper exactly what it is that has you worried.

To achieve this, just take a sheet of paper and draw a line along the center of it from top to bottom.

Answering the question "What precisely am I worried about?" by writing a detailed explanation of the issue on the left side of the page will help alleviate some of the stress.

Here in the problem-definition phase, we find that we can solve half of all issues. "Accurate diagnosis is half the cure" is a common medical maxim. For many of our concerns, we simply haven't taken the time to zero in on the precise nature of our concerns.

II. Second, Sketch out the Worst-Case Scenario.

Second, it might be helpful to put down on paper the very worst-case scenario that could occur as a result of your worries. On the right side of the page, please describe horrible context that might arise from this issue.

Some of the things you may lose include: cash, a loved one, a career, an investment, your health, and even your reputation. Put it all down on paper.

The first two actions will immediately begin reducing the strain that leads to anxiety.

Our research shows that the majority of worry-related anxiety and stress arises from an unwillingness to accept the most negative outcomes. As you write out the most likely case situation, you will discover that you are becoming less worried.

III. Be ready for the Absolute Worst Possible Aase

Your third stage is to make up your mind to be okay with a worst specific case. Well, if it has to be this way, I guess I'll just have to deal with it. If you prepare yourself mentally for the most likely thing that could happen and then accept it, you will no longer be anxious about it. When you accept the worst-case scenario, all the anxiety you've been feeling as a result of avoiding it melts away.

IV. Start Fixing the Bad Stuff

The fourth step is to get started right away on fixing the problems. Now that you've decided you'll be okay if the worst should happen, it's time to start thinking about ways to prevent it. The moment you decide to stop worrying and start accepting whatever comes your way, your mind will become clear and tranquil, opening the door to original ideas. Once you've conquered your anxiety, you'll be able to put your energy into positive pursuits.

Keep in mind that anxiety is nothing more than prolonged apprehension brought on by procrastination. Purposeful activity is the only effective remedy for anxiety. Make yourself so busy fixing things that you forget to worry. Taking charge of the situation and putting your concerns to rest can restore your self-assurance, bravery, and feeling of agency.

Here are Two Strategies for Relieving Anxiety

- a) **First**, write down the things that are worrying you right now, one by one, along one side of a paper.
- b) **Then**, turn the page and describe its worst instance. You won't believe how quickly your anxiety levels drop after doing this.

05 Famous Ideas and Innovation faced rejections before selections

i. Story of Umbrella

When a man first used an umbrella in British streets in the early 1750s, he was the target of a barrage of insults and discarded items.

Atlas Obscura claims that the guy, identified only as Jonas Hanway, brought the umbrella back from a recent vacation to France. But, the umbrella had not yet broken free of its historical connection as a feminine accessory. The coach drivers who felt threatened by Hanway's invention mocked him. The popularity of the umbrella did not

increase until the latter part of the 1700s. Considering how frequently it rains in Britain, that's a significant amount of time.

ii. The Story of Coffee

The Sufi Muslims were the first to widely adopt the usage of coffee to aid them in staying awake during their nightly prayers. The beverage's introduction to the public in the Middle East was nothing short of a miracle, freeing up previously unaccounted-for hours for individuals to think, write, and share their thoughts. Yet beginning in the 1500s, a number of intellectual movements rejected coffee for various reasons, including the belief that it caused a type of intoxication and the stigmatisation of coffeehouses as gathering places for reactionaries. Moreover, there were claims that it was responsible for widespread illnesses. The world's most valuable coffee business is now adding gases to its products in the hopes of extending consumers' lifespans, and this trend is only expected to increase. We've gone a long way, baby.

iii. Fighter jets and aircraft.

The NASA Langley Research Facility

When the Wright brothers successfully flew an aeroplane for the first time in 1903, they created global headlines. Around 12 seconds passed throughout the trip.

"Airplanes are wonderful scientific toys, but they are of no military significance," declared French general and Allied Commander during World War I Ferdinand Foch in 1911.

The first transatlantic flight, from Newfoundland to Portugal, was achieved by a Curtiss seaplane just eight years after Foch made those remarks. UAVs (also known as drones) may not technically be aeroplanes, but the success of military planes is essential to the development of UAVs.

iv. Story of Cab and Its Fair charges

Taxis were a hit or miss in the early 1900s. There was no way to know how much a driver would charge you, and anybody, including convicted felons, could become a cab driver. A grudge, however, altered that narrative. A 30-year-old businessman named Harry N. Allen paid \$5 for a three-quarter mile trip in Manhattan in 1907, the equivalent of \$128.50 today. He then hired a crew of taxi drivers and purchased a fleet of sixty-five crimson French Darracq taxis. An early example of the contemporary taxi fleet.

Allen's system was a vast improvement over the previous one since it prevented price gouging, but even at 50 cents per mile (\$12.80 today), taxis were still only affordable to the well-to-do. The government started controlling who may own and operate cabs in New York City when the taxi medallion system was implemented in 1937.

Currently, New York City taxis average approximately 400,000 daily journeys, which is double the number of rides offered by Uber and Lyft combined.

v. Story of Life saving Vaccinations

Before there were antivaxxers, there were antivaccinationists (not exactly a catchy moniker). On the whole, though, their perspectives were consistent. Most anti-vaccinationists opposed state legislation that required vaccines, instead advocating for individual choice in matters of health. The United States experienced a smallpox epidemic in the 1870s, which prompted the government to call for vaccination efforts. This prompted the formation of at least two Anti-Vaccine Leagues. Boston's Anti-Vaccine League had one member who went all the way to the Supreme Court to protect his right to avoid vaccination. He was unsuccessful in both situations, and he had no idea that by 1980, smallpox would be declared eliminated from the world. Vaccination is still hotly contested, while being largely acknowledged as an important tool for improving public health.

“It’s failure that gives you the proper perspective on success.”

- Ellen DeGeneres

CHAPTER 05

HOW TO OVERCOME THE FEAR OF REJECTION

“You don’t learn to walk by following rules. You learn by doing, and by falling over.”

- Richard Branson

It's painful to be rejected. There is, unfortunately, no escaping it.

Usually, individuals are social creatures who want friendship and companionship, particularly with those they care about. It's never fun to feel unwanted by other people, whether it's in the workplace, on a date, or in a friendship. Additionally, the suffering might be very severe. Rejection seems to activate Trusted Source in same brain areas as physical pain. Many people's aversion to and even fear of rejection is understandable under these circumstances. If you've been through it even once, the thought of it occurring again is likely to fill you with dread.

However, it's possible that being afraid of being rejected is keeping you from taking chances and realizing your full potential. This way of thinking may, thankfully, be overcome with some effort. To help you get going, here are a few pointers.

- **Keep in mind that it is a Universal Experience.**

Seattle therapist Brian Jones says that rejection and the fear of rejection are very frequent experiences.

At least a few times in their life, most individuals will feel rejected because of anything minor or large, such as:

Ignoring a friend's request to hang out, being rejected on a date, missing out on an invitation to a classmate's party, or seeing a long-term spouse leave for someone else are all examples of rejection.

It's never pleasant to be let down, but not every life event will pan out the way you expect. The anxiety of rejection may be alleviated by the realization that it is a natural part of life.

- **Be certain that your Emotions are Valid.**

Rejection is painful regardless of who does it. Though well-meaning others may tell you to "get over it," the hurt may continue to fester if you have an exceptionally high sensitivity to rejection.

Embarrassment and social discomfort are two additional negative feelings that might accompany rejection.

How you really feel is something only you can know for sure. It's crucial to recognize your sentiments of rejection before you can do something about them. If you tell yourself you don't care about being wounded, you won't have to face your fear and learn to deal with it.

● **Keep an eye out for the Teaching Moment**

Even while it may not feel like it at the time, rejection may really be a springboard to new levels of self-awareness and development.

Let's say you go for a job interview for a position you really want and perform well, but you still don't get the position. It's possible that hearing this news will completely destroy you. You reevaluate your qualifications and decide it wouldn't hurt to learn a new piece of software and brush up on some old ones.

A few months later, you see that your expanded knowledge has made you eligible for better-paying jobs you never would have considered before.

In order to overcome the pain of love rejection, it might be helpful to take stock of what you're looking for in a mate.

Finding someone who is a good match from the beginning may be facilitated by this.

● **Acknowledge your Value to Yourself.**

When you put too much stock on a person's opinion of you, rejection may be terrifying. It's natural to worry if someone you've gone on a few dates with suddenly stops responding to your texts, whether because they've become bored or because they don't find you attractive.

It's common for people to reject others when their requirements aren't compatible. Some individuals may lack effective communication skills or worry that expressing, "You're pleasant and cute, but I didn't quite feel it," may be hurtful, while in reality, you would much value the honesty.

A greater sense of self-worth and confidence might help you recall that you are completely deserving of love, which can make you less reluctant to keep looking for it.

● You Need to Keep Things in Perspective.

Someone who is highly sensitive to rejection and spends a great deal of time thinking about it may have a tendency to overestimate the likelihood of negative outcomes.

Let's pretend you were rejected from the graduate school of your dreams. You may begin to fret that all the schools to which you have applied will reject you. But then you fear that next year will be the same, and that you'll never be able to obtain whatever occupation you desire grow in your profession, and that you'll never be able to afford a house and a family.

i. Determine your Deepest fears Around Rejection.

Finding out the true cause of your rejection anxiety might be the first step in overcoming that particular concern.

ii. Perhaps the fear of being alone is at the foundation of every romantic rejection anxiety. Keeping this in mind might encourage you to put forth effort into cultivating meaningful connections, which in turn can serve as a buffer against feelings of isolation.

iii. It's also possible that **you're nervous** about hiring process the as you lack confidence in your ability to support yourself financially and don't want to risk getting turned down. It might be helpful to set up a few backup plans in case you don't get the job you desire straight away.

iv. Do what you fear- Certainly, if you never place self in there, you will never feel the pain of refusal. In any case, it's unlikely that you'll succeed. Pursuing your goals increases your odds of achieving them. It's possible that people will reject you, but it's also possible that they won't.

v. If you're **afraid of being rejected**, Jones suggests making a "fear hierarchy" comprising the many aspects of your anxiety. In exposure treatment, this is intended to happen. You can attempt this on your own, but a counselor could also assist you create a checklist and go through the items on it more efficiently.

vi. Somebody who is anxious about **being rejected in a romantic relationship** could decide to create a dating profile for the sake of having one. He continues, "Then they could go to conversing without the aim of meeting in person. If you decide to go this route, it's important to really let folks understand that you're not actively dating at this time.

- vii. **Stop Talking to Yourself Negatively-** After being rejected, it's natural to start criticizing yourself constantly. Some examples of what you may say are, "I knew I'd screw it up," "I didn't prepare enough," "I spoke too much," and "I'm so dull."
- viii. This, however, just serves to **reinforce your conviction** that you are to blame for the rejection, while in reality, it could have no connection to you at all. A self-fulfilling prophesy might develop when you carry the belief that you will be rejected because you aren't good enough.
- ix. Though it may not change the outcome of a situation, **keeping a positive frame of mind** might help you see things more clearly. When you give yourself positive reinforcement, you strengthen your confidence in your ability to succeed.
- x. And if that doesn't work, **learn to treat yourself** with the exact kindness you'd show a beloved one in a similar predicament.
- xi. **Use the people around you** as a shoulder to cry on. Time spent with others who value you might help you remember that you are needed. A **decent group of people** will cheer you on while you strive toward your objectives and console you when you fall short. It might be comforting to know that your loved ones will always have your backing, no matter what.
- xii. To **conquer your feeling** of inadequacy, Jones suggests enlisting the support of trusted friends.
- xiii. **Consult a specialist** Jones warns that being too timid to pursue promising possibilities might have lasting consequences.
- xiv. **You can get over** your worry about being rejected without any outside help, although it may be helpful to see a specialist. If you feel that your anxiety about being rejected is restricting you from:
- xv. generates emotional anguish and physical symptoms like panic attacks and anxiety such that you avoid engaging in pleasurable activities out of fear

10 Successful Startups Rejected by India's "Shark Tank"

The first season of the program was quite fruitful for everyone involved, including the "sharks" and the entrepreneurs that appeared on it. In its inaugural season, the program had 62,000 applications from interested parties. Only 198 firms were chosen to give presentations to the sharks. Only 67% of the 198 business proposals sent to them were successful.

While most successful business concepts were able to get funding, others were left out. A list of the most promising ventures that were turned down on the program and went on to achieve success:

1. Urban Monkey
2. Torch-it
3. Morriko Foods
4. Moonshine
5. ExperientialEtc
6. PDD Falcon
7. Agri Tourism
8. Kunafa World
9. Green Protein
10. Shades of Spring

i. Urban Monkey

(Estd in 2013) Estimated valuation is 100cr.

It's an Indian clothing label that launched in Mumbai in 2013. This new company was started by Yash Gangwal. The brand's intended consumers are Indians in their 20s and 30s. A figure of 100 billion Indian rupees was used to represent its appearance on the program.

Cap, eyewear, belt, bags, apparel, and much more are all available under the name. Raftaar and Known personality Rannvijay Singha, etc., are just a few of the famous people that have endorsed and utilized these goods.

Yash sought INR 1 Cr in funding in return for a 1% stake in the company. The sharks turned down the opportunity despite the brand's obvious success.

ii. Torch-it

(Estd 2016) Estimated valuation Approx 75 Cr

This new company's mission is to build a more equitable and accessible economy by designing and manufacturing assistive technologies for people with disabilities. In 2016, its current founders—Hunny Bhagchandani and Mohit Chelani—began the company.

The company is worth 75 crores of Indian rupees. Ultrasonic sensors in its gadgets show how near or far away things are. These aids make it possible for persons with vision impairments to go about more freely.

An asking price of 75,000,000 INR (1%) was put out for one percent of the business. Despite the investors' enthusiasm for the concept, the company was ultimately turned down for funding.

iii. Foods by Morriko

Created in 2017 Estimated Worth: INR 33.33 Billion

Gujarat is the home of Morriko pure foods, a new company. Sun dried fruit and vegetable powders are the company's forte. In 2002, Shri Bipin Shah started Kamdhenu Foods; in 2017, the company launched the Morriko brand. Ms. Kalyani Shah and Mr. Tanmay Shah are co-founders.

The company's snacks are designed to be healthier alternatives to the typical junk food. Guava chunk Drumsticks powder Mango chunk, herb drinks, and more are just some of the things they sell. It was valued at INR 33.33 crore when it debuted on the program.

In consideration for 3 percent of overall ownership, the business requested 1 crore INR in funding. The founders were presented with counteroffers, but they all were turned down.

iv. Moonshine (Estd. 2016)

We estimate the value to be INR 160 billion.

Shark Tank India Turned Down Illegal Moonshine Businesses

In 2016, this establishment opened as the first meadery in all of Asia and India. Start-up co-founders Nitin Vishwas and his partner Rohan Rehani. The first alcoholic drinks were likely meads. This startup was valued at INR 160 crores when it was featured on the episode.

The honey-based drink is fermented with a variety of fruit juices and spices. The meads include no artificial ingredients of any kind.

The startup's original funding request was for INR Eighty lakhs, or around \$140,000, in return for a 5% stake in the business. All of the sharks were enthusiastic about the proposal, but the founders ultimately rejected the counter offer.

v. Experiential Etc.**Created in 2017 Indicative Value: 50 Billion Indian Rupees**

This innovative company is a leading experiential marketing firm that creates unforgettable events and activities. Startup co-founders are Prashant Pandey and Karan Bhardwaj they launched their company in Mumbai in 2017. In Indian Rupees, its net value is equal to 50 crore.

The company's innovative approach to communication makes use of mystical LEDs, life-size mechanical sculptures, projection mapping, and 3d virtual displays. When the needs are digital, it also makes use of machine language, interactive films, etc.

The startup requested 2 crores of Indian rupees in exchange for 4percent of overall ownership. Despite their interest, the sharks ultimately decided to pass on this fantastic bargain.

vi. Falcon PDD**Inaugurated in the year 2020 Indicative Value: 25 Crore Indian Rupees**

Stainless steel goods that are gentler on the planet are the focus of the startup's business. Mr. Chirag Visaria and his partner Ms. S neha Visaria established it in 2020. Its main offices may be found in Mumbai. The company was valued at 25 billion Indian rupees.

It sells over 300 different stainless-steel goods, all of which are manufactured in India. Tiffin boxes, impermeable straws, bottles, sealed containers and other items are offered.

They were asking for 75 million INR for 3 percent ownership. The purchase was turned down despite the success of the company and the quality of its offerings.

vii. Agricultural Tourism**Began in 2003. Appraisal: 40 billion indian rupees**

The new business venture offers an exciting opportunity for agricultural tourism. With roots in Maharashtra, Pandurang Taware launched the venture in 2003. Its total value is 40 billion Indian rupees (INR). Visitors may meet local farmers via this channel. All around, this is a win-win situation for all parties involved.

The business organizes the visitors' meals and provides other comforts to enhance their time in the communities. There is a growing need for agricultural tourism in India, making this a promising new venture.

In exchange for just five percent ownership, the entrepreneur requested INR 50 million. The sharks ultimately decided not to invest in the firm. As a result of these Agritech Startups, the Agriculture Industry is evolving. In India, agriculture is a huge economic driver. All the new and exciting Indian agritech companies that are making a difference for India's farmers are here.

viii. Startup Talky

Established in 2019, Kunafa World INR 18 Crores (Indian Rupees)

Kunafa, a Middle Eastern dessert popular in the West, is the company's specialty. This was released in 2019 by Zamzeer Ahmad and his partner Jameela Ruhi. Bangalore is home to the main office. The company is estimated to be worth 18 crores of Indian rupees. The dessert's semolina bread shell is soaked in a sugary syrup, and it's stuffed with delicious cheese and cream. As a result of this venture, a wide selection of this delicious delicacy is currently offered throughout India.

The founders requested INR 90,000,000 (about. USD \$1.3 million) in exchange for 5percent annual ownership. The transaction was shot down because the sharks were so impressed with the flavor.

ix. Protein That is Vegetable-Based is the Color

Inaugurated in the year 2020 Cost Estimate: INR 30 Crores

It's a beverage company that began in 2020, and its focus is on plant-based protein. The owners are Parag Khimani, Parigna Thorat and Madhvi Datwani, are the company's founders. The current price tag is 30 billion Indian rupees. The company's enticing vegan and cruelty-free goods are derived from plants.

Its goods come in three different smoothie tastes and six different fruit flavors. Because it mixes well with water, there is no need for a special blender, and there is no additional sugar in these goods.

The first funding request was for 60 million Indian Rupees (2%) in exchange for 2% ownership. The sharks made several counteroffers, but the transaction was ultimately turned down.

x. Springtime Hues

Established in 2018 Estimated worth is INR 300 billion.

It's a popular name in the floral gifting industry. In 2018, Ms. Anju Bhagat and Ms. Nidhi Gupta founded the organization. This new company has its headquarters in Bengaluru. Fresh flowers are grown on the farm and offered for special occasions or as a subscription service.

Over 500 unique flower kinds, all grown by independent farmers in India, are available via the new business. Flower subscriptions are available on a weekly or monthly basis, with options for premium bouquets and hand-tied arrangements.

● Exercise

The pain of rejection and the subsequent self-doubt are well-known. However, if you let fear control your life, you can miss out on many opportunities. Choosing to see denial as a teaching moment rather than a permanent fact of life will help lessen the emotional impact of the prospect.

Eventually, the agony will go away, as it always does. There's a chance that within the next year or even in months, this won't be as significant. A therapist can help you overcome your fear if you're having problems doing it on your own.

Incorporate these quick workouts throughout your day

Identifying three instances in which you were most pleased of yourself and describing five ways in which you live in accordance with your own ideals in a paragraph. The practice of recalling one's own attractive qualities for potential romantic partners

“Just because you fail once doesn't mean you're gonna fail at everything.”

- Marilyn Monroe

CHAPTER 06

LIFE AND CAREER'S THREE PHASES OF DEFEAT (AND HOW TO FIX THEM)

“It is hard to fail, but it is worse never to have tried to succeed.”

- Theodore Roosevelt

Knowing whether to keep going and when to move on is a difficult task.

On one hand, hard work and determination are essential to success in every endeavor. No one ever becomes a master in their field without experiencing doubt along the way. "Sticking with it" is possibly the most crucial attribute to possess whether you want to develop a successful business, make a fantastic marriage, or acquire a new talent.

On the other hand, it's bad advice to tell someone they should never quit up. It's common for successful individuals to quit. Sensible individuals really do not continue to do the repetitive task if it's not producing results. They go back and make changes. And so they readjust. Specifically, they rotate. They decided to give up and go. Doing something again and over again while expecting different outcomes is, well, insane.

Both tactics are necessary in this life. Sometimes you just have to keep your cool and put in extra work. To go forward, it's sometimes crucial to let go on old strategies and adopt new ones. The crucial query is, "How do you decide when to quit up and when to keep trying?"

Here's a structure I've come up with to help answer that question: the Three Stages of Failure.

The Three Phases of Defeat

This framework simplifies matters by dividing potential failure points into three categories:

- **The initial phase** represents a tactical blunder. It's HOW-related errors. Failure to construct reliable systems, careless data collection, and neglecting the finer points are all contributors. When a good strategy and well-defined goal aren't carried out as intended, we say that there was a failure of tactics.
- In **the second phase**, the strategy has already failed. What a bunch of WHAT blunders. Mistakes are made when one sticks to a plan that doesn't work. You can

understand the why and the how of your actions, but still end up picking the wrong what to make them happen.

- **During Stage 3**, a lack of foresight sets in. Those are the WHY blunders. These problems arise when you don't have any specific goals in mind, pursue an aim that doesn't make you happy, or are otherwise confused about your motivations.

In the following paragraphs, I'll describe each stage of failure and offer a story, a solution, and a summary. The three Stages of defeat is a framework I've created in the hopes that it will aid you in determining when it's best to give up and when it's best to keep going. It's not flawless, but I think it may be helpful.

- **Stage #1 Initial Phase: Tactics That Didn't Work**

In 1984, Sam Carpenter opened his own company. He put out \$5,000 to buy a failing Bend, Oregon company and re branded it as Centratel.

Centratel offered a round-the-clock telephone answering service to medical professionals and other companies who wanted their phones to be answered but did not have the resources to pay for a full-time receptionist. Carpenter had intended for Centratel to "eventually be the highest-quality telephone answering service in the United States" when he purchased the company.

Obviously, that wasn't how things were supposed to happen. In an interview given in 2012, Carpenter reflected on his first 15 years as a business owner, noting,

For 15 years, I often logged 80-100 hours weeks. Believe it or not, I raised two children by myself. I had a terrible illness. I tried numerous medications and whatever...

Having to skip a paycheck meant the end of my business. If you can picture someone who is a nervous mess both physically and emotionally, then time that by 10, you have a good idea of how I feel. It was a very terrible period.

Carpenter had a revelation one night soon before he was about to miss payroll. The lack of even the most basic of business procedures was preventing his company from functioning at its full potential, which was why it was floundering. Carpenter explains that the main reason for the chaos was that everyone was doing things in their own manner.

Carpenter reasoned that his team would be more productive if they spent their days implementing best practices rather than responding to urgent situations. Immediately, he started documenting the company's internal procedures.

He then responded, "For example." At the front desk, we follow a strict nine-step protocol while answering the phone. The conventional wisdom holds that this method is optimal, widespread practice attests to its superiority, and we've successfully mechanized an organic system to achieve perfection.

Carpenter spent the next two years documenting and updating every procedure in the business. A seminar on how to sell something. Putting money into your bank account via a cheque. The proper procedure for collecting payment from customers. Procedures for handling payroll. He produced a detailed, system-by-system guide that any worker could pick up and use to do any task in the business.

To what end have you come?

The carpenter's workweek went from 100 hours to less than 10 hours quite quickly. With a protocol in place to direct workers through any crisis, he was no longer necessary. Centratel's profit margin skyrocketed

to 40% when the company's quality of service increased and pricing were raised. Centratel is already 30 years old and employs close to 60 people. The weekly labor time for the carpenter has been reduced to two hours.

I. Improving a Tactics-Based Misstep

It's a HOW issue if your tactics fail. Centratel had a great strategy (there was a significant market for answering services) and a clear goal (to be "the highest-quality telephone answering service in the United States"), but they lacked the know-how to put those things into action.

There are primarily three strategies to address Tactics that Fail.

- a) Make sure to document your steps.
- b) Check the results.
- c) It may be time to rethink your strategy.

Regular monitoring of your steps is a good idea. More than 35,000 restaurants may be found under the McDonald's banner all over the globe. How come they can easily

replace workers without sacrificing quality? Because they've set up foolproof mechanisms for everything. Whether you're managing a company, a household, or your personal life, creating effective processes is essential for achieving lasting results. It all begins with documenting each individual process step and creating a checklist to go back to when things become hectic.

Check the results. You should quantify your priorities. Count your daily sales calls if you're in business for yourself. Writers, keep track of how often you put out new work. Weightlifters, keep track of your training frequency. What good are metrics if you don't use them to determine which strategies are successful?

It may be time to rethink your strategy. Stage 1 failures are exhausting since they persist indefinitely. Old strategies won't be as effective as they once were. Some strategies that were thought to be counterproductive in the past may prove useful now. Your work practices should undergo ongoing evaluation and enhancement. Effective people regularly abandon strategies that aren't moving them closer to their goals. Repairing a Tactics Defeat is not a one-and-done project, but rather a way of life.

● **Second-Stage Strategy Defeat**

March of 1999, to be precise. Recently, Amazon CEO Jeff Bezos stated that the business will be launching a new service called Amazon Auctions to assist users in selling "almost anything online." The goal was to develop a platform that might challenge eBay. He saw a market of millions of individuals who could benefit from selling their wares, and he set out to make Amazon the go-to site for these sales.

Software developer and Amazon employee Greg Linden reflected on the endeavor, noting, "But behind curtains, this was a tremendous effort. Many employees were taken away from their work around the organization. Everything on Auctions was created from scratch, including all of the functionality found on eBay and more. In fewer than three months, it was conceived, planned, built, and released.

The Amazon Auctions service completely bombed. Six months after the project's first debut, its leaders saw that it was going nowhere. They hurried to launch their new product, Amazon zShops, in September 1999. By expanding the concept in this way, anybody, from major corporations to sole proprietors, could open an Amazon-powered online store and start selling their wares.

Amazon struck out once more. There are currently no active Amazon Auctions or Amazon zShops. Bezos admitted to making "billions of dollars in failures at Amazon.com" in December 2014, referring to the unsuccessful ventures. Countless billions

Amazon persisted in its efforts to build an ecosystem for independent vendors. Amazon Marketplace was introduced in November 2000, and it gave customers the opportunity to sell their own used goods alongside Amazon's brand-new offerings. A local bookshop, for instance, may compete with online retailers like Amazon by selling their gently-used textbooks alongside brand-new ones.

This method was successful. The show Marketplace was a huge hit. Amazon Marketplace generated roughly half of Amazon.com's \$107 billion in revenue in 2015.

● **Correcting a Strategic Mistake**

What does it mean when a strategy fails? In 1999, Amazon's goal was very clear: "to be earth's most customer centered organization." They were also experts at getting things done, which is how Amazon Auctions was released in record time. What happened was a mystery, but the why and the how had been dealt with.

There are typically three options for mending Strategy Defeats.

- a) Get things going ASAP!
- b) Keep the price low.
- c) Fast editing is required.

Throw it into orbit ASAP. There are obviously certain proposals that are more effective than others, but there's no way to tell which ones unless you try them. No one can predict it in advance, not even the smartest people at Amazon or your closest friends and relatives. There is no real purpose to all of the preparation, investigation, and design. To paraphrase Paul Graham, "You haven't actually begun working on [your concept] unless you've launched."

This makes rapid strategy implementation essential. Quicker real-world testing yields more timely information on a strategy's efficacy. Amazon's business model was based on a strict timeline: It wasn't until March of 1999 that Amazon launched its auction platform. In September of 1999, Amazon launched zShops. In November of 2000,

Amazon launched its online market, known as Marketplace. Three major efforts in under 20 months.

Keep the price low. Assuming you have reached a certain quality threshold, low-cost experimentation with alternative approaches is recommended. The more concepts you can test due to the low cost of failure, the greater your chances of success. There's another important function that may be served by keeping costs down. It lessens the importance you place on any one theory. If you've put a lot of resources into a single tactic, abandoning it will be a tough decision. If you put in a lot of effort, you'll feel more like it's yours. It's not easy to let go of bad business ideas, poisonous relationships, or damaging behaviors after they've been ingrained in who you are. Avoiding them and increasing the possibility that you will follow the approach that works best rather than the one you have invested the most in may be accomplished through low-cost testing of other techniques.

Fast editing is required. Continual iteration and fine-tuning of a strategy is expected and expected. Successful business people, artists, and creators rarely stick to the same methods they used in the outset. More than ten years passed before Starbucks ever opened their own locations, during which time they dealt only in the sale of coffee supplies and espresso equipment. Originally a web design business, 37 Signals has now shifted its focus to software and is now valued over \$100 million. Before it became the darling of gamers everywhere, Nintendo produced playing cards and vacuum cleaners.

Far too many aspiring company owners quit after the failure of their first venture. When their early efforts are met with criticism, many artists wrongly conclude that they lack the talent necessary to succeed. Many people falsely assume they are hopelessly unlucky in love if they have a string of unsuccessful beginnings.

Imagine if natural processes were so simple. Can you imagine if Mother Nature just gave herself one chance to produce living things? If that happened, everyone of us would be a simple cell. Thankfully, evolution doesn't function like that. Over the course of millions of years, life on Earth has adapted, evolved, revised, and iterated to become as varied and unique as it is today. Learning everything immediately is not how things usually work.

Therefore, give yourself a break if your first concept doesn't work and you find yourself continuously modifying and rethinking it. It's OK to adjust your tactics. Actually, that's how everything in the world operates. Continue riding the bus till further notice.

● **Third Phase: Lack of Vision**

In 1803, Ralph Waldo Emerson entered the world. As a pastor in the Unitarian Church, a mainstream Christian denomination at the time of his birth, his father was a prominent figure in the community.

Emerson followed in the footsteps of his father and attended Harvard, eventually becoming a priest. Contrary to his father, he spent some time within the church and came to disagree with many of its doctrines. Eventually, after much back-and-forth with church officials, Emerson wrote, "This way of honoring Christ is not suited to me." Therein lies the crux of my decision to give up on it.

In 1832, Emerson cut ties with the church and spent 1833 backpacking around Europe. The experiences broadened his horizons and facilitated his connections with prominent thinkers and authors of the day, including John Stuart Mill, William Wordsworth, Samuel Taylor Coleridge, and Thomas Carlyle. After visiting Paris, he had "a period of almost visionary intensity that pointed him away from theology and toward science," as it would be put in a later account of his life.

Upon his return to America, Emerson formed the Transcendental Club, a gathering of like-minded New England intellectuals to discuss topics such as philosophy, culture, science, and the betterment of American society.

Starting with his time as a preacher, his trips abroad, and his contacts with the Transcendental Club all contributed to Emerson's realization of the desire to become a philosopher and writer. For the remainder of his life, he worked on his own ideas and produced works of literature that are still read and admired today.

● **Restoring Lost Sight**

To put it another way, the question "why" lies at the heart of a difficulty with vision. They occur when the person you aspire to become (your why) and the person you are now becoming are in conflict with one another.

There are essentially three techniques to repair Vision Deficiencies.

Stop and think about where you are at the moment. Pick out the things that are most essential to you. Deal with the naysayers. Think about where you are and where you want to be in life. Individuals seldom stop to examine their goals and principles objectively. Of course, nobody is forcing you to create a dream for your career or your life. They just take things as they come and advocate for the "go with the flow" mentality. This is OK in theory. Yet, a difficulty arises in actual application:

If you don't settle on a goal for your life, you're more likely to end yourself following the path set out for you by someone else.

Emerson, like many other sons and daughters, went to the same college and became a lawyer like his father did before he finally came to his senses and realized that was not the life he wanted to live. Your own personal goals and aspirations are unique to you; thus, it is not probable that you will achieve them by adopting the goals and aspirations of others, be they family, friends, celebrities, your boss, or society at large. Your habits and who you are as a person must be congruent.

As a result, it's time to take stock of your current situation. Tell me about the results you hope to achieve. What do you hope to accomplish with your time? Finding your life's purpose is not someone else's responsibility. Obviously, you're the only one capable of accomplishing it. First, I think it's important to reflect on what you truly value. The next step is to reflect on your current situation by composing an Annual Review or an Integrity Report.

Pick out the things that are most essential to you. The one item you will not compromise on is your "non-negotiable." Making the non-negotiable your strategy when it should be your vision is a typical blunder. It's simple to become obsessed with your own theory. But if you must become fixated on one thing, let it be your vision rather than your concept. Stay committed to the big picture, not just this iteration of your idea. For example, Jeff Bezos has commented, "We are obstinate on vision. We can be flexible with the specifics."

The trick is to treat everything from your tactics and strategy to your company model as if it were a detail. Your goal of being a successful entrepreneur may be reached in a number of ways. Amazon may waste billions on Amazon Auctions and Amazon zShops

and yet achieve their aim if their non-negotiable is to "be earth's most customer centered organization."

It takes a lot more than a single setback to make you question your eyesight once you've already been confident in them. A dream can be destroyed by one of the extremely rare errors. You probably felt like giving up because of a strategic failure. Your motivation was severely dampened as a result, and you gave up not because you should have but because you wanted to. The failure you experienced in Stages 1 or 2 was escalated to Stage 3 due to your emotional state. Most blunders that are attributed to a lack of vision are, in fact, due to poor strategic planning. Many would-be business owners, artists, and creators become stuck on one particular iteration of their concept and, when that iteration inevitably fails, they abandon the vision altogether. Don't start feeling responsible for something you shouldn't. If you're open to adjusting certain aspects of your plan, you'll find that there are practically endless methods to make it happen.

Deal with the naysayers. If you're a decent person with good intentions, criticism is usually a sign of a poor strategy or method, but not of a failed vision. It is necessary to be able to deal with criticism if you are serious about making your vision a permanent part of your life and not giving up after the first attempt. You should never repent for your convictions, but you should learn to ignore the naysayers.

● **The Fourth and Final Attempt to Recover**

There's a fourth level of failure we haven't covered yet: missed opportunities.

Those are all missteps on the part of the WHO. They develop when society fails to offer everyone a fair shot at success. Opportunity gaps occur for a variety of interrelated reasons, including but not limited to age, color, gender, socioeconomic status, levels of education, and more.

In the slums of India and the streets of Bangladesh, for instance, there are hundreds of people my age who are smarter and more skilled than I am, but our lives couldn't be more different because of the lack of access to resources.

We can all do our part as individuals and as a community to reduce the frequency of "Failures of Opportunity," which are important enough to warrant their own article. Due to the impossibility of influencing Failures of Opportunity, I will not be addressing them here. However, you have complete command over your own vision, strategy, and tactics.

● A Closing Remark on Defeat

We hope the three Phases of Failure model has shed light on the challenges you're having and provided some direction on how to approach them. The interplay between the various phases is not always immediately obvious.

A Inability of Tactical, for instance, may cause so much chaos that you misdiagnose the situation as a Lack of Foresight. Try to put yourself in Sam Carpenter's shoes back when he was putting in 100hour a week. It might have been simple to blame his aspiration to be an entrepreneur for the setback, but the real problem was ineffective strategy.

It's not uncommon to require a few methods to sweep the tables and enable you to formulate a suitable course of action or plan. This is the reason I often publish articles on time management, priority setting, and the fallacy of multitasking. No, these ideas won't lead to a paradigm shift on their own. However, they may free up enough time in your schedule that you may finally come up with that grand plan to change the world.

That's right; it's possible that you're not even on the incorrect track. The problem is that there's so much dust in the air that you can't see where you're going. The vision frequently becomes evident once the correct techniques and plan are figured out, once the clutter is cleared away.

Elvis Presley to Beyonce, Famous people and their Defeat

i. In 1993, when **Beyoncé competed on "Star Search,"**

She came in last. Beyoncé and her hip hop duo girl's tyme, from houston, texas, weren't deemed champions on the renowned talent program "Star search" Before they became the world's most revered artist.

In a 1993 episode of "Star search," The group that would eventually become known as destiny's child competed, but ultimately lost to the skeleton crew. Beyoncé included footage from the original "Star search" In her recent "Flawless" Music video, which is part of her critically acclaimed and commercially successful visual album.

ii. It was predicted that **Walt Disney's idea of a mouse would fail.**

Walt Disney was once dismissed by a newspaper for having "No vision and no decent ideas," Long before he amassed his current fortune. Disney established his first animation studio in Kansas city in 1921, and he struck an agreement with a new York-

based distribution firm that required him to submit his cartoons and get payment six months later. He lost his job, his business, and even his ability to pay rent. Dog food helped him get through, so the story goes. additionally, walt was advised that distributing mickey mouse would never work when he approached mgm studios with the concept in 1927 due to fears that a large mouse on film would lead women to feel threatened.

iii. Author Joanne Kathleen Rowling

Received welfare. Prior to her "Harry potter" Fame, j.k. Rowling had been a divorced, single mother who struggled to stay afloat while simultaneously going to school and writing a book. Thanks to the success of the "Harry potter" Series, rowling is now worth \$1.02 billion (as of april 2012).

iv. A critic once called Oprah Winfrey "unfit for TV."

The future tv magnate was sacked from her position as a tv reporter when she was just 22 years old, due to the fact that she was deemed "Unfit for tv." Winfrey's co-anchoring gig on wjz-tv in baltimore didn't last long due to the station's poor ratings for the 6 p.m. Newscast. It was the "First and worst failure of her tv career," According to winfrey.

When winfrey was just starting out, she was relegated to morning tv, but it was there that she discovered her voice and connected with fellow rookie gayle king, who would later become her producer and editor of o, its oprah mag. Winfrey relocated to chicago 7 years following her first "Failings," And her self-title talk show ended up becoming the top watched program of its kind in the united states for a quarter of a century. Oprah winfrey is the current president of her own television network.

v. There were loud boos when Jerry Seinfeld left the stage.

The legend goes that the young comic was booed off the stage the first time he performed in front of an audience at a comedy club.

But seinfeld wasn't deterred, and he returned the following night and had another spectacular show. One of the greatest popular comedies of all time was developed by the comedian. When stephen king first submitted "Carrie," He was met with thirty rejections.

vi. For Extra Money, Stephen King taught English

In Maine high schools in 1973 while also publishing and selling short tales.

That same year, he sold his first novel, "Carrie," to Doubleday for \$2,500,000. However, after receiving thirty rejections, King decided to abandon the work.

King's wife persuaded him to resubmit the work, and today King is one of the greatest writers of all time, with hundreds of novels released, and "Carrie" now is in its second film adaptation.

Between 300 to 350 million editions of King's works have been sold as of 2011.

vii. Lucille Ball starred in Low-Budget Films.

In the 1940s, before she landed "I Love Lucy," Lucille Ball was known as the "Queen of the Bs" for her unsuccessful roles in low-budget films.

In 1962, however, Ball made history by becoming the first woman to head up Desilu, a prominent television studio that was responsible for the production of a number of critically acclaimed and widely watched television shows. Ball received four Emmys and the Lifetime Achievement Award at the Kennedy Center Accolades for her work in the industry.

viii. Oliver Stone, the director, did not graduate from Yale.

Oliver Stone, winner of three Academy Awards as a director, dropped out of Yale to write a book. Publishers passed on his work. The novel's 1998

release was met with lukewarm reviews, and Stone eventually left for Vietnam to teach English. Stone enrolled in the military and saw combat, where he was awarded two Purple Hearts and where he found the themes and ideas that would inspire many of his subsequent works, including "Platoon," "Born on the Fourth of July," and "Natural Born Killers."

ix. Sidney Poitier, an Oscar winner, was Allegedly Ordered to take a Job as a Dishwasher

Poorly raised in the Bahamas, Poitier had his first audition followed by the casting director telling him, "Why don't you quit wasting people's time and go out and become a dishwasher or something?"

Both "Lilies of the Field" (1964) and "Guess Who's Coming to Dinner" (1967) were huge successes for Poitier, and he went on to win an Oscar for his performance in both.

x. Three Times, Steven Spielberg was Turned Down by Film Schools.

Three times, Steven Spielberg had his application to the USC College of Theater, Film, and Tv turned down. He transferred to a different university but left before graduating to pursue a career in directing.

Steven Spielberg returned to college in 2002, 35 years after he had first enrolled, to finish his Bachelor of Arts degree. In a speech, Spielberg added, "I wanted to achieve this for many years as a thank you to my parents for providing me the chance to have an education and a profession." "And as a family message to my own, and to young people worldwide, please don't underestimate the value of getting a college degree."

xi. The group The Beatles was Dumped by Their Record Label.

Once upon a time, when The Beatles were just getting their start, a recording label said no. Decca Recording Studios, which had previously worked with the band to record fifteen tracks, said "We don't like their tunes, and we see the guitar as a dying instrument. Their careers as performers are doomed."

xii. Former 7-Eleven employee Hugh Jackman was dismissed.

Hugh Jackman lost his job as a cashier at a 7-Eleven before he became Wolverine on "X-Men" or a Broadway sensation. According to Us Weekly, Jackman added, "I was fired after six weeks because the (manager) felt I chatted too much to the clients."

xiii. One of the comments made about Fred Astaire was that he "can't act." The testing director at MGM said on Astaire's first screen test that he, "Not capable of taking any action. Lacking the ability to sing. Balding in patches. A little bit of a dancer."

xiv. Astaire stated in retrospect that the report's original version read: "Not capable of taking any action. Balding in patches. Dancing is also included." Signing Astaire to RKO and ordering the test, David O.

xv. Selznick said in a note, "I am hesitant about the guy, but I believe, in spite of his large ears and poor chin line, that his charisma is so terrific that it comes through even on this horrible test." Even after his success as an actor, singer, and dancer that earned him an Oscar nomination, Astaire allegedly kept the critical letter in his Beverly Hills home as a constant reminder of his humble beginnings. **Soon after his debut, Elvis Presley was let go from his label.** He was a relatively unknown musician in 1954 when he was sacked from the Grand Ole Opry by its manager Jimmy Denny "Nowhere is on the horizon for you, kid. What you really need to do is get a truck and start driving again." Later in his career, Elvis climbed to #2 on the all-time album sales chart.

● Exercise

It's not a very nice tactic to always see the worst possible outcome whenever you encounter challenges. However, doing so on occasion may be a great exercise in learning to control your emotions. The idea is to see the worst case scenario, not out of dread or pessimism, but to help you prepare for the future or to help you appreciate what you have now before it's gone. You may prepare for the unexpected while you're still in a safe position by contemplating the worst-case scenario of losing your job. If you suddenly found yourself unemployed, what steps would you take? If you were fired today, how long would you have to find a new job? What steps can you take right now to start feeling better as soon as possible? You're not being gloomy or expecting your good fortune to vanish suddenly by taking this step. You're practicing acceptance by doing this, and you're also serving as a gentle reminder that this is a possibility. The Stoics have a popular saying that you never lose something because you always find a way to give it back. You are merely a temporary custodian of all the good things in life, including your possessions, relationships, finances, and so on, according to Stoics. You could become a caretaker for life, or you might have to give them up sooner. If you can prepare yourself emotionally for each possible result, you'll be stronger and happier in either case. Ask yourself whether your worst-case scenario is indeed as horrible as you think it is, and then work on developing more positive solutions. You are in a privileged position just because you have access to this book. There are millions of individuals around the world who cannot afford to purchase even one book. You can always get aid from some source, even if you lost your work today and had no money at all. You might get some assistance by asking for it from close acquaintances. You may try a soup kitchen if you're hungry. You may have to accept a low-paying job simply to get by while you hunt for something better.

What you consider to be the worst case situation would have a negative impact on your life. I'm not trying to minimize how awful it would be; but I think you could get out of it very fast if you wish to change your ways. Once again, I am not trying to minimize the challenges faced by the homeless and the destitute. It may take a long time to change your life around, and it may be more difficult in particular regions or under some situations. Nonetheless, there are several success stories of individuals who have been homeless or in low-income situations and have turned their lives around. If you can

keep your focus where it belongs — on your own thoughts and actions — even the worst of situations may be overcome.

Let's consider ideas for re framing failure in our minds and our organizations and strategies for moving through failure with resilience.

Recovering from failure by re framing it

“Never confuse a single defeat with a final defeat.”

- F. Scott Fitzgerald

CHAPTER 07

HOW WE DEFINE FAILURE, IN WINNING IS EVERYTHING CULTURE

“All my successes have been built on my failures”.

- Benjamin Disraeli

We need to define failing. How do we deal with and define failure in a "winning is everything" culture?

That's the slogan for "Losers," a docuseries about, well, losers. It chronicles the downfall of prominent sports figures or squads.

There's more to Losers than just the tales that happen inside it. Athletes who have learned to convert tragedy into success are featured in each episode.

Skater Surya Bonaly is the subject of one episode. She won the French title nine times and the European title five times. Nonetheless, she went into the Olympic Games three times and came out empty each time. Having placed 5th in 1992, 4th in 1994, and 10th in 1998.

Surya Bonaly is a former figure skater who now makes a living as a coach and motivational speaker. To the benefit of youth sports of color in particular.

You could identify with the elite athletes featured in the documentary and be terrified of making a mistake.

In the corporate world, failure is inevitable. Very few business owners ever achieve success without first suffering major setbacks. Many very successful business people have gone through catastrophic setbacks on their way to achieving their goals, such as running a firm into the ground, losing a job, or even going to prison.

If the prospect of failure is getting you depressed, consider the many business owners who hit rock bottom before finding success.

21 Famos People Who Tried to Start Businesses but Failed Early

i. Williams, Evan

Williams (seen above) created the Odeo platform for podcasting prior to helping launch Twitter. However, the service didn't catch on since Apple introduced the podcast portion of the iTunes store not long after the startup's introduction. It went bankrupt not long after that.

ii. Mr. Reid Hoffman

Hoffman developed the doomed online dating and social networking site SocialNet before he co-founded LinkedIn and began investing in major players like PayPal and Airbnb.

iii. Knighted inventor Sir James Dyson

Dyson wasn't always a household brand when it came to cleaning appliances. It took Sir James Dyson 15 years and his whole life savings to create a working bagless prototype. A total of 5,126 unsuccessful prototypes were created under his watch.

iv. As a Result of Momofuku Ando

Ando had a modest Japanese merchandising company before he came up with the concept for instant noodles, which took him several attempts to create effectively. But he was arrested in 1948 and sentenced to 02 years behind bars for tax evasion. The firm he had worked for was subsequently lost in a bankruptcy domino effect.

v. Japan's Akio Morita

Morita's goods weren't as well-known or well-loved in Sony's early days, but that has changed. To be more specific, the original product was a rice cooker that scorched the grain.

vi. A Vera Wang

The above-mentioned celebrity designer wasn't always renowned for elaborate bridal dresses. Truth be told, Wang used to be a figure skater. Sadly, she was not selected to compete for the United States in figure skating in the Olympic Games. She next tried her luck at Vogue, but after being passed up for the editor-in-chief job, she bowed out to focus on her design career instead. She next tried her luck at Vogue, but after being passed up for the editor-in-chief job, she bowed out to focus on her design career instead.

vii. Marcus and Blank

Marcus and Blank were both executives at the California-based home retail chain Handy Dan before starting The Home Depot. Both of them lost their jobs in 1978 after allegedly facilitating the establishment of a corrupt fund.

viii. Milton Hershey

There are few brands more synonymous with chocolate than Hershey's. However, before establishing the business, Milton Hershey was sacked from his apprenticeship at a printing firm. After failing at his first three attempts to launch a confectionery company, Milton S. Hershey finally found success with the Hershey Company and the Lancaster Caramel Company.

ix. Minshew, K

After a disagreement with her co-founder, Minshew was locked off of her website and lost all of the money she had invested in PYP Media. But she and several of her former team mates converted that setback into a new venture called The Muse.

x. Mr. George Steinbrenner

Before taking over the New York Yankees, George Steinbrenner owned a minor league basketball club, the Cleveland Pipers, in the early 1960s. However, there is a good reason why you haven't heard of that group. A few years after Steinbrenner seized control, the whole Pipers franchise collapsed due to his mismanagement.

xi. Author Tim Ferriss

Above, you see the author of "The 4-Hour Workweek," who was rejected by roughly 25 publishers until he found one that would publish his book.

xii. The Peter Thiel Paradox

Thiel had significant losses before establishing PayPal and investing in major companies like Facebook. His first hedge fund, Clarium Capital, lost Nearly Seven billion betting on stocks, currencies, and oil prices, or 90% of its initial capital. There was yet more to come.

xiii. Theresa Christina Wallace

An ex-President of Quincy Apparel and current VP of Marketing and Branding at Startup Institute. After Wallace's firm went out of business in 2013, she refused to get out of mattress for 3 weeks.

xiv. Kaiser Henry

Some people consider Kaiser Shipyards' namesake, Henry Kaiser, to be the "father" of modern shipbuilding in the United States. However, Kaiser's Liberty ships began

adopting welded hulls during WWII, which led to cracking and, in extreme cases, splitting of the hulls. It was a shaky beginning to a business career.

xv. Morten Lund, the Nobel Prize winner

Lund has made several profitable investments in established firms like eBay and Skype, and it currently invests in startups like CapitalAid Ltd and itchXO. Unfortunately, the Danish businessman declared bankruptcy in 2009 after making several poor investments.

xvi. Blodget

During his time working on Wall Street, Henry Blodget was sued for civil securities fraud by well Gen Elliot Spitzer due to conflicts of interest in his research and banking. In the years that followed, however, he became a trusted voice in business journalism by contributing to several major news publications and ultimately founding Business Insider.

xvii. A. Luo Benny

Luo has launched a number of successful businesses, such as NextShark and NewMediaRockstars, but he has also had a number of failures. He dabbled with MLM, IM, and even online poker. Each of those attempts, however, ultimately failed. However, it's clear that the challenge only served to prepare him for future achievement.

xviii. Ellison, Lawrence

Oracle, Ellison's corporation, has seen both soaring successes and devastating setbacks. Ellison co-founded the firm with his old employer after he dropped out of college and worked as a programmer for eight years. In contrast, Oracle faced several challenges before finally finding success. Ellison even had to put his home up as collateral to get a line of credit that allowed him to keep the firm solvent.

xix. Smith, Fred

Even though Smith's college professor was wrong to doubt FedEx's success, the company's approach was widely questioned before its widespread acceptance today. The aspiring business investor bombed the project in which he was supposed to propose the concept for his new firm.

● Exercise

Ignoring distractions and honing in on a single objective allows for amazing progress. Even though it's almost difficult to concentrate on just single thing at a time in real life (what with all the other things you have to do), it might be helpful to schedule a weekend or even a whole week in which you devote yourself only to accomplishing a certain objective. You Have Never Thought This Way Before," a piece written by successful entrepreneur Craig Ballantyne, recommends, "Book a hotel conference room if you must. You've agreed to pay, so don't back out now. Be there early, shut the door behind you, and don't come out until you have something to sell online. This method may be used to do any task that can be done in a hotel room, such as completing a long-overdue assignment, writing and publishing your first short book, memorizing crucial words and phrases in a foreign language, or anything else you set your mind to. Spend a full weekend or week keeping a food journal in which you record everything you eat in an effort to achieve other objectives, such as reducing your abnormally elevated levels of cholesterol. Learn more about the dangers of high cholesterol by reading a few books on the subject. Comply with the suggested exercise routine religiously. The purpose is to lose yourself completely in the pursuit of your objective. Whether or not you're able to stick to a certain program for the long haul, this short-term exercise will serve you well by showing you the strength you possess when you focus on what matters most to you.

"There is no failure. Only feedback."

- Robert Allen

CHAPTER 08

HOW ELSE MIGHT WE DEFINE FAILURE?

“You have to be able to accept failure to get better.”

- LeBron James

In coaching, reframing is done to help clients get a fresh perspective on a problem. Photographers often rotate the lens to capture a scene from a variety of perspectives. Similarly, we might alter our point of view to get a new understanding of a given circumstance.

Some other ways of looking at failure are:

● **Novice**

It's more difficult to achieve success when you're just starting out. You can't expect a toddler to tie their shoes precisely the first time around for the same reason. Even if it's the ninth time you've heard it. As a beginner, you should not judge yourself against the standards of a seasoned professional. Take the attitude of a novice while trying anything new. Keep in mind that you're just starting off and allow yourself plenty of leeway while you learn the ropes.

● **Possibility for Education**

One of the greatest impediments to education is the fear of making mistakes. One such example may be found in the seminal essay Teaching Smart People How to Learn from the Harvard Business Review. Chris Argyris notes that even the most successful individuals have a healthy amount of dread of failure. They're worried about it since they have so little actual training in it. They are hence more likely to react defensively to setbacks. And they take steps to hide it or deny its existence.

This prevents them from experiencing the growth and learning that might come from taking risks and seeing outcomes that are less than ideal. We may learn a lot about the circumstances and the accuracy of our assumptions when something unexpected occurs. This experience may teach us valuable lessons about ourselves and how we react to adversity. When you start to feel defensive over a setback, reframe the circumstance by asking yourself what you can learn from it.

● Perfectionism.

If you're a perfectionist, you could assign that label to things that weren't really failures at all.

Consider the possibility of flubbing a presentation at a summit with company executives. Despite the fact that you received nothing but praise from the audience, you continue to dwell on the one part of the event that didn't go according to plan.

Ask yourself, "Have I truly failed?" when you find yourself beating yourself up over a perceived prior failure. Don't let the pursuit of perfection undermine your pursuit of good.

● Bias in the System.

The term "systemic prejudice" refers to discriminatory policies and attitudes that are hardwired into institutions. Unfortunately, racism still exists in the contemporary workplace and it disproportionately affects individuals of color. Additionally, they continue to discriminate against women, persons with disabilities, and members of the lgbtq+ community. It may be the reason why many of them feel they've failed.

There weren't many black skaters in the '90s, but Surya Bonaly was one of them. As a result of her failure to represent the "White princess" image of women's figure skating, she received harsher criticism. Judges called her "Exotic" and noted that she was "Athletic but not creative."

It will never be known the exact degree to which systematic prejudice contributed to her olympic failings. Have you considered the possibility that inherent bias in your system is to blame for the seeming failure you've experienced?

● Ambiguity.

Our worlds are becoming more unclear and uncertain. Nobody expected a worldwide epidemic to sprout in 2019. And completely alter the employment landscape in a single night?

It's quite difficult to succeed in certain settings. Especially those that are very unstable, unpredictable, convoluted, or confusing action (VUCA). If you miss a deadline or discover some mistakes in a project, be kind with yourself and your coworkers.

- **Distractions and Pressure**

May have several sources. It's time to readjust your sights or make a course correction when uncertainty threatens your ability to succeed.

- **Try to identify and Correct Slips**

Caused by carelessness or lack of preparation, but keep in mind that even the most meticulous plans may be derailed by unexpected events. Pay attention to the lessons your team might learn for doing better in the instead of complaining that the world shifted to accommodate your ideal plan, embrace the realities of stress, distraction, and uncertainty.

- **Learn Through Doing**

The notion of "failing quickly" and "learning from failure" is fundamental to design thinking. According to this way of thinking, blunders are welcome and expected contributors to innovation. Through iterative trial and error improvement, we can make progress over time.

When asked about his breakthrough invention, the light bulb, Thomas Edison famously said, "No, I haven't failed at anything. A thousand different approaches didn't work, but I merely identified ten thousand that don't." Consider your setbacks as information that may help you learn and grow.

- **Renewed Motivation**

A little setback might be the impetus for redoubling one's efforts toward a larger objective. It's possible you've let the task slide in your mind or let other things take precedence. When energy and drive are lacking, a setback might serve as a catalyst to boost both.

- **It's just not complete**

Poetry by Amanda Gorman is the source for this term. You get the gist, right? Despite appearances, a task that seems to have failed may really only be in the middle of being completed.

Prior to declare anything a failure, it's important to take a step back and examine the bigger picture.

Famous Bollywood Actors and Actresses Who Were Turned Down Initially Due to Their Appearance!!

One of today's most beautiful actresses, **Katrina Kaif**, was first turned down for a role because of her appearance. She is stunningly beautiful and elegant, yet her foreign accent once cost her a job.

Govinda, among the most popular performers in Bollywood, too had a rocky professional path. Many women turned him down because he didn't appear feminine enough. But he always managed to establish a respectable reputation in this community.

Shah Rukh Khan, often known as Badshah, got his start in the industry as a television actor. No one ever really liked his appearance, but it didn't stop him from having commercial success. Over twenty years have passed since SRK first appeared on the Bollywood scene.

Among the top actresses today, Anushka Sharma ranks fourth. Anushka was originally rejected by major producers due to body shaming and criticism of her plain appearance, but she turned it into a good experience and found success.

Ranveer Singh - I find it hard to believe that this gorgeous actor was also earlier overlooked due to his North Indian appearance. And now he's one of the best performers of all time, with a shelf full of accolades to prove it.

Amitabh Bachchan, number six: he is a living legend. Amitabh has had trouble finding acting roles because of his height and harsh voice. These two distinctions, however, have catapulted him to fame and stardom.

● **Exercise**

Instead of trying to preserve your pride by avoiding embarrassing circumstances when you're learning something new, attempt to put yourself in as many of them as possible. If you fail, try, try again.

If you find yourself worrying that you appear foolish, attempt to stop yourself and redirect your focus back to the activity at hand. You shouldn't worry too much about what other people think of your failures since, they really don't care. It's not only you who worries that others will laugh at your inept efforts; they also worry about how they'll come across to you.

“Have no fear of perfection - you'll never reach it.”

- Salvador Dali

CHAPTER 09

SUCCESS VERSUS FAILURE

“It is hard to fail, but it is worse never to have tried to succeed.”

- Theodore Roosevelt

Does accomplishing a goal count as a success if the reverse of failures is not reaching that objective? At least somewhat. Still, such a narrow definition seems inadequate.

The psychological impact of success beyond the mere completion of a task. Furthermore, despite setbacks, you might still seem like something of a successful business person.

As Surya Bonaly said to the kids of Figure Skating Harlem, "A medal isn't necessary to create a positive change in your life. If you put in one hundred percent of your effort, you've performed well. Consider yourself successful. Have hope and proceed."

A key distinction between process and end objectives is shown by this quotation.

Running a marathons in less than four and a half hours was mentioned as a possible end target. The athlete was required to actively process objectives all along the route in order to increase the likelihood of reaching that result.

She probably went for runs at least five days a week. started training with a marathon crew. regulated her food intake for her. bought all the tools I needed. Also, she spent many hours practicing.

However, in modern culture, such process successes are seldom celebrated. Instead, we condition our sense of achievement on the final result.

Being happy with one's accomplishments is crucial, let's be honest here. At what point do you permit yourself to celebrate your accomplishments? Setting your self-worth on the achievement of certain outcomes might lead to a perpetual sense of inadequacy.

Let's rethink what "success" even means instead. Where humans grant themselves freedom to savor the outcomes of our effort. Aside from the results

Being successful is being aware of and working toward your ultimate goals. And take pride in having spent your money on things that matter to you. The definitions of success and failure are often relative. It's possible that adopting a more optimistic outlook can help you see beyond your setbacks and find success.

Famous People Who Weren't Accepted Because They Were "Too Good Looking"

- i. Beginning his acting career on the Television series Love Ne Mila Di Jodi, **Karan Tacker** has since achieved great success. The actor has indeed been engaged in the business for over a decade and is presently committed to online series. Karan, who has been in the OTT series Special Ops and S, recently said that he has been rejected for roles due to his attractiveness. Based on an interview he provided to News18, he has never been ordered to "fix" anything, but "you look too nice for the role" has consistently been a stumbling block for him. I've been struggling with it for a long time
- ii. When **Kriti Sanon** first started out, she was often rejected by people because of her appearance, and she would often break down and weep as a result. This is what she had to say, "When I had nothing to do, I would become so bored that I would weep. I've also encountered folks who have pointed out flaws in my persona, such as the time someone told me, "You're too good-looking." 'You can't seem great on camera; You'll want to get your hands on it."
- iii. **Dia Mirza**, who's been relegated to little parts as of late, expressed her disappointment at being overlooked for leading roles in 2020. As far as I'm concerned, generalizations and biases of any kind are harmful. In my career as an actor, I've often been held back by the way I appear. Due to my attractive appearance, I have been passed over for promotion and not cast in any roles. The actor from RHTDM said that this was an unusual drawback.
- iv. The same thing happened to **Gauahar Khan**, who co-starred with Ranbir Kapoor in her first film, released in 2009 Actress of Ishaqzaade, admitted that she tried out for Danny Boyle's Oscar-winning Slumdog Millionaire. Unfortunately, after making it through five audition rounds, she was ultimately turned down for being "extremely good looking."
- v. **Dino Morea**, who is perhaps better remembered for his portrayal in Vikram Bhatt's Raaz (2002), feels that his "excellent looks" have held him back in Bollywood. According to him, the casting directors' reasons for passing on him had to do with his appearance. He said, "Some casting directors make the explanation and they don't perceive me differently. Some people have told me recently that you are quite attractive.

"I want to do it because I want to do it. Women must try to do things as men have tried. When they fail, their failure must be but a challenge to others."

- Amelia Earhart

CHAPTER 10

STAGES OF FAILURE

“Success, after all, loves a witness, but failure can't exist without one.”

- Junot Díaz

After some time, you could start to attribute your sense of accomplishment to factors outside of the actual procedure itself. You might benefit from James Clear's (Atomic Habits) proposed framework. Three distinct phases of failure, as he sees it, are:

If you do not even know what you desire or why you want it, you're suffering from a lack of perspective. For those times when life's goals remain elusive. Alternatively, if you aren't experiencing a sense of direction and significance, this may be the solution for you. In such case, you may be experiencing some kind of visual impairment.

That's why it's important to turn inside and prioritize your own health during this time. Without a well-defined and efficient strategy, even when one is aware of one's desired outcome, the failure of tactics occurs.

One reason you may not have finished a job is because you lacked a comprehensive strategy, rather than just a rough outline. Some strategic planning challenges may be overwhelming, even for the most seasoned professionals. Specifically, when it comes to developing one's own leadership abilities or putting such talents into practice. This is where you may see the most benefits from monitoring and improving your habits.

When you have a plan and you follow it and you still don't succeed, you have a failed strategy. Your progress might be affected by an indeterminable number of variables. They might be relevant to your strategy or they could be irrelevant. If your plan fails, now is the time to use design thinking to begin developing the next version. In order to overcome obstacles in your process, you must first understand why you experience failure. Possibly, you are "just incomplete." This line of reasoning will lead to "renewed motivation" to complete the procedure and accomplish the desired results.

No one is perfect, and you should always keep that in mind if you're feeling down. Not at all in that sense!

The environment we inhabit requires us to constantly improve our skills and knowledge for the sake of our personal and professional success. We're probably not taking enough chances if we're not making mistakes.

Risk-taking and experimenting are encouraged on the brain too frequently. To avoid failure, though, we'd want to do the task quickly, neatly, and successfully. That's not what we had in mind.

i. The goal is to be Strong even When Things go Wrong

In order to succeed, a resilient person will channel their abilities in the following ways:

Self-Compassion

Kindness toward oneself and anyone involved in the setback is essential. The key to moving beyond a setback is to practice empathy and perspective. Admitting defeat is not the same as berating oneself over it.

Dexterity of Mind

Adapt swiftly to changing circumstances and lessons learned.

ii. The ability to learn and improve as you go

Approach the situation as if you were still a novice, and try to avoid passing judgment. Our natural inclination is to react defensively or to place blame. Instead, think carefully and deliberate about how to alter your behavior moving ahead.

Problem-Solving

Keep your minds open and inventive. In order to make educated choices and progress, it is necessary to collect data.

iii. Meaning and Significance

Please don't feel remorseful. Get back in touch with the bigger picture of your aim and let it inform your new strategies.

Recognition

Thank you for what you and everyone else has done thus far. Achieve a sense of fulfillment by giving equal importance to the means as the result. Have no apprehensions about falling short. Surya Bonaly skated with an injured Achilles tendon in her last Olympic debut in 1998.

She knew it would be her final chance to do her iconic back flip as an amateur athlete, so she gave it her all. Despite being aware of the impropriety of their action.

iv. At That Very time, she did not Consider Herself a Victim.

She valued breaking rules and expressing herself via the sport more than winning or losing in a competition. She was given a standing ovation from gathering. The panel of judges ranked her rather low.

v. Acquiring Success Through Mistakes

A lot may be learned through setbacks. Perhaps we can learn something from it that will help us in the future. It's worth analyzing, since it may hold some key insights.

vi. One of the best ways to get insight from setbacks is to **do a failure analysis and investigate** their reasons. This is especially true if the failure was complicated and the cause was not immediately apparent.

vii. **It's great to have affirmation** about the parts of our careers or businesses that are doing well. Equally valuable, though, is the opportunity for reflection and correction that failure feedback provides.

The first few stumbles of a project are often the most instructive. These setbacks may actually spark the ingenuity that ultimately leads to triumph.

14 People Who Showed Their Doubters (and the World) That Success Is Sweet Payback

No one is immune to the pain of being turned down or failing at anything. Some of us could consider them a signal to give up, but those who are determined to see their ambitions realized will not give up. Some of our favorite famous people had to work hard and deal with rejection before they became famous.

- I. **Actor Ayushmann Khurrana was repeatedly turned down for roles that required singing or acting or even for the reality TV.** In 2003, ayushmann reportedly tried out for the reality program cinestar ki khoj but was ultimately not chosen to participate. In the year 2014, ayushman was asked to serve as a coach for the show's third season's participants. Ayushmann was willing to be a singer and even he has previously tried out for, and been rejected from, the singing reality program popstars, and now we all know he had few huge hits, in terms of acting and singing
- II. **In the Dance India Dance tryouts, Sanya Malhotra did not make the cut.** Recently seen in shakuntala devi actor had an audition for did dance india dance.

She said in a discussion with humans of bombay that she made it into the top 100, but was ultimately turned down because her personal narrative wasn't compelling enough. And now if you follow her on social media, you might be knowing she is such a fantabulous dancer movie namely badhaai ho, pataakha, dangal, photography and meenakshisundareshwar dangal, badhaai ho, pataakha, and photograph all featured her as a leading actress.

- III. **When Rajkumar Rao was just 16 years old, he attempted to audition for the musical Boogie Woogie** But he was turned down. In an interview with the press last month, he revealed that he initially came to mumbai to try out for boogie woogie with his younger brother at the age of in the 15 or so. However, i was turned down at the time. Just being here today and seeing these incredible acts play makes me feel so happy. Now he is one of the most amazing actors of b town, having max hits in the credits
- IV. **When Rajkumar Rao was just 16 years old, he intended to qualify for the musical Boogie Woogie**, but he was turned down. In an interview with the press last month, he revealed that he initially came to Mumbai to try out for the dance reality show named as Boogie Woogie with his sibling at the age of in the 15 or so. However, I was turned down at the time. Just being here today and seeing these incredible acts play makes me feel so happy. Now he is one of the most amazing actors of B Town, having max hits in the credits
- V. **Unfortunately for Nawazuddin Siddiqui, his dark complexion and appearance led to widespread discrimination.** A lot of individuals in this sector are racist, he said in a talk with one of the leading newspaper in 2017. It's for this reason that I've been turned down so often. He previously observed, "Looks continue to be the decisive factor in the business in most situations," referring to the power of physical appearance in Hollywood. Both the former and the latter are true. Rejecting the offer, she said, "He is a fantastic actor parr nahhi yaarr abbhi nahi karna hain," implying that she and I don't look exactly alike.
- VI. **2016 released A death In The Gunj, Konkana Sen Sharma's first feature film as a filmmaker** Was turned down by four or five productions. In the year 2017 at nyiff, the actor-director took home the trophy for bein the best director for the same film, which went on to win two filmfare honors as well.

- VII. Early in his career, **Chadwick Boseman** was let off from a **Television** program for challenging the implicit racism in his part.
- VIII. **During his early attempts at selection, Sachin Tendulkar was deemed ineligible.** That he should put in extra effort to raise his level of play was one of the pieces of advice he received. He may have felt he had a good at-bat, but that rejection ratcheted up his dedication and will to succeed.
- IX. **Virat Kohli was previously passed up for a spot-on Delhi's state cricket team.** Virat addressed the tale while engaging with students during a virtual conference held by the famous Ed Tech Unacademy. he recalled, It was late, and he simply started crying. he further added that I was so shocked that I howled till approximately 3 a.m. When I got my scores back, things started working out well. I had gotten to that point in my performance, but was still not accepted. For two hours I drilled my coach with the question "why didn't it happen?" I just didn't get it.
- X. The successful \$3.7 billion exit of **Jyoti Bansal**, whose business was acquired by Cisco, after 20 rejections. The Indian-American businessman was turned down by 20 investment firms before he was finally able to get \$5 million in seed finance to launch his firm.
- XI. Despite **Irrfan Khan's talent**, he was turned down for roles on several occasions due to his appearance. The actor who achieved success in both Bollywood and Hollywood was once not compensated for a television role because the producers deemed his performance "poor."
- XII. When **Anushka Sharma** first began acting, she was called "plain" because of her appearance. When Karan Johar first laid eyes on Anushka Sharma, he reportedly claimed that she lacked the beauty necessary for a leading woman role.
- XIII. Victoria's secret twice turned down **gigi hadid** because she was too muscular and large for their apparel. As a great volley ball player, gigi had been called "Bulky" And told she had "Too much muscle" Before finally breaking through. They claim that each rejection makes you stronger for the next one. Indeed, it does

"It's fine to celebrate success but it is more important to heed the lessons of failure."

- Bill Gates

CHAPTER 11

HOW DOES FAILURE LEAD TO LEARNING?

"It's only when you risk failure that you discover things. When you play it safe, you're not expressing the utmost of your human experience."

- Lupita Nyong'o

The lessons we've learned from our mistakes are plenty. But explain the process through which a setback might help one learn. Three ways that setbacks may help you grow as a learner

- In the event of a failure, we will have to start from scratch.

To fail is, by definition, to fall short of our goals. More often than not, it sends us right back to the beginning.

- **We learn that our previous methods for achieving a goal were flawed and that we must try a new strategy.** The outcome would be different for us. It follows, therefore, that the act of failing leads unavoidably to the conception of new means of evading difficulties.
- **Examining our mistakes is a necessary consequence of failure.** It's crucial to take stock after a setback and examine why you failed. It is impossible to grow intellectually without taking stock of one's actions from time to time. In the aftermath of a setback, it's crucial that we allow ourselves some quiet time to reflect.
- **What did Work well About the Failure?** Why did things not work out? How exactly do we identify the source of the problem? It helps in determining where we went wrong and how to fix it for the future. The ability to fail is essential for innovation.
- **We need a new Approach if we want Different Outcomes,** as the old adage says. Creating new things is essential to education. We can't improve upon past efforts without first understanding where we went wrong. When we experience setbacks, we get insight into our mistakes and may thus improve. There, we can put into action novel concepts, methods, and techniques. Because of this, we are able to think in new and interesting ways, which is a great boon to our education.

Here are Some Lessons you can Take Away from Your Setbacks

We are all losers. The learning process can be sped up if, however, we can master the art of accepting failure with dignity. Here are five suggestions for gaining insight from setbacks.

Here are five things to remember when you fall short.

- a) To persevere,
- b) Adopt a growth mindset,
- c) Do inner work,
- d) And show courage,
- e) You must: Conditioning the mind

I. Keep Going

Everyone here can relate to that feeling. In the face of defeat, we often feel like giving up and calling it quits.

This should serve as your warning not to. Don't give up on your goals. It may need a shift in thinking to accomplish. Can you, for instance, divide your ultimate objective into more manageable chunks?

My my life I've wanted to write a book and have it published. Over the years, I've attempted several different novel formats. The thought of writing a whole book, though, is quite terrifying. I've given up on my plans several times.

In any case, I'm now enrolled in a few courses on creative writing. The targets I'm giving myself are more manageable. Writing 2,000 words every week is my objective rather than finishing a whole book. This is what keeps me going and stops me from quitting up " Give yourself time to reflect on a recent failure, allowing yourself to feel whatever emotions arise, and then working to reframe the setback as a learning experience. Put that experience into perspective and ask yourself, "What did I learn from it?" In the end, what matters is encouraging a "growth mentality" and focusing on the process rather than the outcome." - Dr. Kealy Spring, Leadership Fellow Coach at BetterUp

II. Take on a Growing Mentality

If you don't have the motivation to improve, you won't. Successful completion of this task requires the use of a development mindset. Those with a development attitude like adversity. It is resilient in the face of setbacks. Learners and adapters that they are, human beings are capable of much. It has an intrinsic drive to acquire knowledge and develop itself. It welcomes and responds well to helpful suggestions and criticism.

And it's not a simple task. But a failure-proof foundation cannot be built on a fixed attitude. As a starting point, consider how you may alter your outlook on your regular encounters.

III. Do Some Introspective Work

Positive effects on mental fitness from doing Inner Work have been shown by research. What constitutes Inner Work varies from one to person. A daily session of Inner Work may consist of, say, a thirty - minute exercise early thing each morning. Or, take a week off and enjoy your unrestricted vacation time. Or even simply a moment of meditation or writing in a diary for three minutes.

Do Inner Work in whatever form it takes.

Integrate Meditation and Reflection into Your Daily Routine. You'll be able to think more clearly, get more done, be more creative, and come up with more novel ideas.

IV. Don't be Afraid

A video of a four-year-old learning to snowboard at the recent Winter Olympic games has gained online popularity. The girl's father put a headset on his daughter so she could listen to herself speak positively while she rode down the mountain. She may be heard saying, "I won't fall" in the clip. I may do it later. That's OK; nobody's perfect.

It takes bravery to try and fail. But the effort required to attempt again after a first failure is significantly greater. Failure is OK (and then to fail again and again). But muster the will to get right back up, attempt over and over again.

V. Conditioning the mind

Psychological health goes hand in hand with having a "development attitude." Be open to the lessons that setbacks may teach you. What kind of knowledge and abilities may you acquire as you go? What other resources do you have access to? Just what did you discover from your previous errors that you didn't know before?

Incorporate setbacks into your mental fitness strategy early on. You'll be better able to handle life's ups and downs if you're mentally healthy. When it comes to improving your mental health, BetterUp may be a helpful tool.

CHAPTER 12

PERFORMING A FAILURE ANALYSIS

“If you learn from defeat, you haven’t really lost.”

- Zig Ziglar

Fault analysis may be conducted using a number of different models.

The FMEA is a Common Technique

You may determine the RPN of a process by doing a failure analysis.

An RPN takes into account how serious, frequent, and easily spotted potential problems in your business processes are.

There are 10 Stages Necessary to Conduct a Process Failure Analysis:

1. Take a look back at what went down
2. Come up with a list of all the worst-case scenarios that might happen (root causes)
3. The effects of each failure should be stated in detail.
4. Classify the severity
5. Number occurrences 5: Rate their frequency of occurrence
6. Assign priorities for detection
7. Determine the r p n (risk priority number)
8. Design a strategy of attack
9. Promptness in moving forward is the ninth step.
10. Determine the rpn that follows (risk priority number)

These techniques can help you learn from your model in a more methodical manner. Read the below for a detailed breakdown of the methods used in risk prioritization and failure analysis.

When do we say that something has failed? When we make mistakes, how do we improve?

i. Defeat is not always a Negative Experience.

Instead, most setbacks provide remarkable chances to learn something important about yourself or the work that would not be possible any other way. Some setbacks might even pave the way to eventual success.

The systems in which we operate and thrive are becoming more complex and dynamic by the day. Accepting failure as an inevitable part of life is a skill we must all hone. We all have the ability to learn from our mistakes.

BetterUp Care is an all-inclusive psychiatric solution you may explore if either you or any workforce is having trouble dealing with setbacks. It's changing the way we think about employee motivation, productivity, and company expansion.

So the best way to succeed is to learn from your mistakes

ii. When you fail, what do you take out from that experience?

It hurts to fail. None of us like being subjected to it. The pursuit of perfection may be tested. It takes a lot of strength to dust ourselves down and give something else a go after failing.

What, therefore, does experience teach you when you fall short? Quite a little more than you may realize at first glance.

iii. Resilience

The ability to bounce back from setbacks is one of the lessons we get from experiencing failure. If you have setbacks and are serious about recovering, you will learn quickly how to develop your resilience. Possessing the capacity to recover from adversity is crucial. Resilience is an ability that can be cultivated, and it has many practical applications. Being resilient is an important step in developing a development mindset. If you use it, you may find that you are more able to adapt to new circumstances. And it may help you develop perseverance, resolve, and enthusiasm.

iv. Humility

Our pride is easily wounded. They have the potential to develop into unique and ferocious species. And generally speaking, a little bit of humiliation is good for our pride. It's a great way to keep us in check. It is through setbacks that we learn to embody qualities like humility in leadership.

v. Flexibility

The most meticulously prepared strategies often fail. Yes, also when situations don't ever go wrong. It's possible you overestimated how much you could accomplish when you first set your sights on a certain objective. After experiencing failure for the first

time, you realize you need to modify your original objective. Maybe there's still a chance you can make it happen. You need to only modify your strategy.

Therein lies the need of adaptability. The adage "you can't do the same thing over and over again and expect different results" is something I keep in mind often. We learn resilience, resourcefulness, and perseverance from our setbacks. It trains us to adapt to new circumstances. The ability to think on our feet is what allows us to have a growth mentality and maintain our agility.

vi. Innovation and inventiveness

The very similar way that failure may teach us to be more adaptable, it can also teach us to think beyond the box.

I attended a school that specialized in writing that stretches the imagination. One of my all-time favorite instructors always encouraged us to celebrate the completion of even the worst first draft. He'd tell them, "It's alright if the first draft stinks. Your third, fourth, and fifth drafts will be far better than the first two."

Even after a thousand tries, Edison failed to perfect the light bulb. After 10,000 attempts, the light bulb was finally perfected. It's hardly possible to be innovative or creative without investing time, energy, and risking failure along the way. To keep the creative energies running in the face of setbacks, it helps to practice patience and inner work.

vii. Motivation

When others tell me I can't do something, I get even more driven to succeed.

Learning to be motivated in the midst of difficulties is a crucial life lesson. Many times, it is our setbacks that drive us to success. Here's an example: you're working on your public speaking abilities. You've had a lot of experience giving speeches and presentations. And of course there are slip-ups to be had. But by the time you're giving your tenth presentation, you've got it down pat.

Seeing results while you work is a powerful inspiration. Under certain ways, losses are just what we need to keep us motivated and drive us forward.

The Top 12 Brilliant Concepts That Everyone Else Ignored - And How You Can Avoid Their Fate.

Many of the most knowledgeable people throughout history have failed to see the value in a breakthrough concept.

- I. "As a means of communication, this so-called "telephone" has far too many drawbacks to be taken seriously. There is nothing about the gadget that would make us want to use it." **Internal Western Union communication from 1876.**
- II. "In my opinion, the advent of automobiles will never diminish the popularity of horseback riding."
- III. In 1903, Mr. Scott-Montague served as a member of parliament for the Conservative Party in Britain. **"There is zero market for a wireless music box.** Who would pay to have a message broadcast to the void?" The radio investment proposal from the 1920s was turned down by David Sarnoff's Partners.
- IV. **I mean, who the hell cares if performers talk?** H.M. Warner (The Famous Warner Brothers), prior to their 1927 denial of a sound film proposal.
- V. **"Such rhetoric is par for the course in Berlin. This is a useless item."** Heinrich Dreser, director of Bayer's Pharmacological Center, sent a letter dismissing Felix Hoffmann's **aspirin innovation**. Diacetylmorphine was Bayer's "star" analgesic at the time. Bayer appropriately named its alternative medication "heroin" since it allegedly gave manufacturing employees a "heroic" and "energetic" sense of purpose. Subsequently, it must have been chosen to eliminate heroin from sale because of its 'funny' effects. Dreser's rejection of aspirin as Bayer's primary painkiller was ultimately overridden by the company's chairman. Aspirin use exceeds 10 billion pills every year.
- VI. Someone who asks, "Who the heck wants to duplicate a document on plain paper?" **Refusal letter sent to XEROX machine creator** Chester Carlson in 1940. From 1939 until 1944, more than 20 businesses turned down his "useless" concept. The National Inventors' Council, of all people, didn't think it was very good. The Rank Xerox Company now earns somewhere about \$1 billion per year.
- VII. "The theory is intriguing and clearly articulated, but **it lacks the practicality necessary to receive a grade higher than a B.**" Professor at Yale University in

response to Fred Smith's study advocating for consistent nighttime delivery. After that, Smith established Federal Express.

- VIII. **You shouldn't get a computer for your house** because there's no use in doing so.
- IX. Digital Equipment Corporation's President, Chairman, and Founder Ken Olsen in 1977. "You want your muscular growth to be uniform and constant across your body, right? It's only never feasible. It's a simple truth of existence. As an inevitable side effect of weight training, sporadic muscle growth is something you'll just have to live with." **Refusal letter sent to Nautilus Fitness Machine inventor** Arthur Jones.
- X. "This is why we approached Atari with our proposal: "Hey, we've got this wonderful item, even constructed with some of your parts, and what do you think about sponsoring us?" Or we'll hand it over to you. Simply said, we want to get it done. We will consider working for you if you pay us salaries. In response, they emphatically denied our claim. Hence, we approached HP, and they informed us, **"Hey, we don't need you."** You still have a ways to go before graduating from university." According to Apple Computer Inc. co-founder Steve Jobs, he and Steve Wozniak approached Atari and HP about developing a personal computer.
- XI. It's important to remember that even if it's the upper management of your firm or a customer that asks you to be creative and to think outside the box, they're still probably as traditionalist as they've always been. The challenge then becomes how you will convince your coworker, your top management, your investor, or your enterprise investor to back your concept and provide the funds necessary to see it through to fruition. **Know that the decision-makers who will be evaluating your innovation proposal may be woefully uninformed about the fresh market opportunity, new merchandise or company model, or new technology.** Before making a choice, they want as much hard evidence as possible. There's no danger for them as soon as they haven't made any decisions. They'll be in over their heads if they agree. Why should we invest in developing this fresh service or product is the most pressing concern.
- XII. Investigators from the University of San Diego's Jennifer Mueller's and Jeff Loewenstein's labs, as well as the School for Innovative Leadership's Jennifer

Deal, observed a business that was debating many potential new products. Researchers solicited ratings of ideas on creativity, practicality, and profitability from administrators, C-suite execs, idea creators, and other stakeholders. Customers were then polled on how much they liked certain proposals. The group discovered that clients valued originality above all else, and were not interested in what the company's employees considered to be the most practical or lucrative solutions. According to Jennifer Mueller, "We believe the main reason novelty and practicality are believed to be at conflict is that good trends contain more unknowns." Chief executive officers (Chief executives) are interested in measurements like return on investment (ROI) to judge the sustainability of ideas, **yet these data are difficult to create, if not impossible, for the newest concepts.** A reduction in the propensity to reject novel ideas may result from decision-makers developing a greater tolerance for ambiguity, such as by considering the "why" or the fact that there are several viable options.

CHAPTER 13

WHAT ARE THE BENEFITS OF REFLECTING ON PAST MISTAKES?

In the end, we're just humans. That's good news since it implies we all have a lot of room to evolve and improve upon our initial selves when we join the world. In our effort to become better people, we're in it together (and the world around us). But we must first experience defeat.

Success is within grasp if we spend the opportunity to learn from our mistakes. One study found that just one in four new company owners ultimately prosper. The phrase "Intelligent failures" Was coined by sim sitkin, a lecturer at duke university. Because they teach us valuable lessons, intelligent failures are beneficial to our society. Importantly, let us not forget to take a moment for introspection. To take advantage of our mistakes, we must give them our whole attention.

● **Accept your setbacks as necessary steps toward success.**

The truth is, we all fail at some point. In fact, our greatest obstacle is not the possibility of failure itself, but rather our irrational aversion to it. The concept of failure as something to be avoided has always been implicit. True learners, however, are those who have failed the most. From CEOs to A-list actors, every successful person has a failed story to tell.

If you approach failure with the appropriate attitude and give yourself permission to make mistakes, you will gain invaluable experience. The mistakes we've made in the past are useful learning tools. In fact, we often learn the most from our most devastating setbacks.

When you have setbacks, how can you change your mindset to better cope with them? Have you have the wherewithal to face your fear of failure squarely? To achieve our maximum potential as human beings is to guarantee our own failure. The alternative to self-pity is to take a risk. Try grit instead of sympathy. It's better to attempt to keep going than to give up.

As you gain experience through setbacks, you improve your mental strength. And if you're mentally healthy, you can reach your goals and fulfill your potential. Use BetterUp to get the assistance you need. Hire a mentor right now.

All of us have some or the other way had atleast once written out as hopeless failures. Read on to find out how they overcame their first disappointment.

Take this to heart if you've ever felt discouraged or that achieving your goals was an impossibility. Many of today's most successful business people stumbled horribly before they hit it big. Yet, they were able to learn from their errors and forge forth. These are some instances of successful businessman who struggled at initially but eventually succeeded.

ENTREPRENEURS WHO HAVE BOUNCED BACK FROM SETBACKS

I. A Bill Gates invention: Traf-O-Data

How about those strange black wires that span from across street and collect tyre bumps to determine traffic volume? That's why bill gates and several pals started the traffic data company traf-o-data. The system monitored traffic patterns and sent such information to relevant parties, such as government agencies and infrastructure planners. The plan finally fell through.although traf-o-commercial data's failure, it did provide gates and paul allen with the knowledge and expertise they needed to develop microsoft's initial software solutions some few years down the line.

II. Steve Jobs was Let Go from the Corporation He Co-Founded.

Is the apple i or lisa still etched in your mind? If you don't, don't feel bad; you're in good company. Two of apple's products that failed spectacularly. These were items steve jobs advocated for but which apple ultimately abandoned after spending millions developing them and failing to return those costs. Jobs was dismissed by apple in the mid-1980s because of his habit of making expensive manufacturing choices.

In 1997, jobs made his way back to apple and took the leadership amid a time of unprecedented expansion and innovation that has carried on to the present day. Although being ousted from his own firm was a major blow for jobs, it eventually led to his reunion to apple at its most prosperous and productive era.

III. Edison, Thomas was Deemed "Unteachable"

And was dismissed from school because of his inability to study. Lucky for him, his mom supported his schooling and even took over some of his lessons. When edison finally entered the workforce, things didn't improve. Some of his early occupations ended abruptly when his lack of productivity was discovered. He probably tried a

thousand times or more before he finally got the light bulb to turn on. Despite his setbacks, Edison was an innovative genius who accumulated 1,093 patents throughout his career. His inventions included the light bulb and the movie projector. **The bottom line** is that it's not a failure if you can't find a job or a place in a company's culture where you feel comfortable. If you find yourself struggling to fit in at work, it may be time to go elsewhere rather than force yourself to conform.

IV. Walt Disney: A Creatively Bankrupt Producing Firm

Looking at Walt Disney's mistakes in isolation, it's incredible that the Walt Disney Corporation has become as successful as it is today. Walt Disney once went so far as to eat dog food because he couldn't afford to pay his rent. After that, he had a contract disagreement with Universal Studios that resulted in his losing possession of his first character, Oswald the rabbit. Then, MGM passed on Mickey Mouse because the company thought that women would be repulsed by the figure. Disney had many small individuals costumed as puppets stand atop the marquee before a Pinocchio screening and wave to the family inside. He bought them breakfast, lunch, and dinner for the day. The short folks were already tipsy, unclothed, and cursing at the audience before the movie started. After facing several setbacks, Walt Disney conquered them all and built an international business empire. Disney was never one to let adversity dampen his creativity, despite facing several obstacles early in his career. He subsequently proceeded to create numerous groundbreaking innovations in the fields of animation and filmmaking.

Have you Heard? Snow White and the Hobbit won Walt Disney an Oscar in 1939 for his groundbreaking contributions to the animation industry. One full-size statuette and seven smaller ones, in the style of miniatures, were presented to him by the Academy as a token of their appreciation.

V. Mr. Smith, FedEx Receives An F.

It wasn't a failing grade, in fact. Conversely, folklore has it that Fred Smith got a C on the paper in which he described the foundation of FedEx. Smith had observed the widespread adoption of automation and understood that this would have far-reaching consequences for the infrastructure supporting package delivery networks.

Smith persisted with his plan even after learning that his teachers did not agree with him. After serving his country in Vietnam, Smith developed a plan to convert his vision

for an express transport and delivery firm into a reality and raised the \$80 million necessary to launch what would become one of the most successful corporations in history.

Just So You Know, getting investors on board may be especially challenging for businesses that are early adopters of revolutionary concepts and technology. Your business will struggle until you find the proper partners, but success is possible if you know your concept will solve a need in the future.

VI. In the words of Nicholas Woodman, "Funbug was a flop Compared to GoPro."

So, tell me, have you ever heard of Funbug? You probably haven't heard of it unless you were one of the investors that lost a few million dollars as a result. The very mention of Funbug, though, may trigger unpleasant flashbacks if you count yourself among them. The marketing firm Funbug tried to combine marketing with gaming, but the idea bombed. Nicholas Woodman made some blunders in the beginning, but he eventually founded the GoPro firm. Not wanting to make the same mistakes he did with Funbug, Woodman put all of his energy into making GoPro a profitable company in under four years. He trained himself to sewing on his mother's old machine and would stay up late corresponding with factories in China to have the 35mm camera parts made for GoPro. Find out how to optimize your efficiency rather than your effort.

VII. Jeff Bezos: Launching Amazon was Marred by Expensive Errors.

Jeff Bezos, Amazon's founder, blundered spectacularly both before and after the company's first success. Some examples are as follows. Bezos insisted on retooling the company's economic model when it started offering books and toy items, which required it to spend millions of dollars on toys and store them. In preparation for the holiday season, more than a hundred million toys were bought and stored away. Fifty million toys were still sitting around after the holiday. Due to a lack of room in the warehouse, Amazon ended up giving away most of the toys. Some early Amazon customers took advantage of a bug that let them buy fewer books than they paid for and get a refund. Bezos made a number of mistakes in the lead-up to and launch of Amazon, but the business has now become the undisputed leader in its field.

Six Time-Tested Methods for Making a Comeback

Challenges will inevitably arise. If you see setbacks as necessary building blocks on the path to success, you may get the greatest benefit from them.

All Entrepreneur writers are free to share their own views.

A whopping thirty-six publishing houses passed on Arianna Huffington's second book, which she had written years before launching Huffington Post. There were some who doubted Walt Disney's creative abilities before he created Disneyland. Bill Gates' first firm failed miserably due to a mediocre product.

Though it's everyone's worst nightmare, even the most talented and accomplished individuals will inevitably encounter setbacks in their endeavors. This seesaw of life never stops. The majority of us walk a fine line between our successes and failures.

Mistakes may range in size, with some being far more significant than others. It hurts, but you know you can recover from that disastrous presentation, that missed sale, or that missed business opportunity. At other instances, you may have overlooked something of far greater significance. Everything you've worked for might be destroyed by your failure. Once it happens, then what?

Don't shut yourself up in a gloomy rut. The way you react to setbacks is the ultimate real test of your character. Self-loathing and remorse aren't productive emotions to be focusing on. Not even acting like nothing has occurred would help.

Here are six easy methods to help you recover from setbacks and move on with confidence.

● Realize that Setbacks are Inevitable

Accept your error. Stop trying to cover it up. Failed attempts don't magically turn out okay. They require effort, so avoiding the issue only makes things worse. Keep in mind that blunders are inevitable on the way to success since they are part of being human. Every time we try anything new, we inevitably fail at from Edison and Albert Einstein through Winfrey and Jobs, many of history's most successful persons suffered notable setbacks alongside their many triumphs. The fact that they managed to turn that setback into a positive is what makes them stand out.

● Accept that It's Normal to Feel Anger

It's normal to feel disappointed or angry if you've struck rock bottom or if you've had to overcome a number of difficulties. Embrace your feelings. Find healthy outlets for your negative emotions rather than attempting to stifle them. Make as much noise as you can by shouting or stamping your feet. Clear your brain by going for a run or a long stroll.

Do yourself a favor and give yourself some space and time to let out all of those pent-up feelings. Just keep going ahead from there.

● Think about what you've learned

The time has come for you to be totally honest with yourself. Why did this occur? Just what went wrong, and why? In the future, you won't want to repeat your error, thus it's crucial to get the learning from previous former blunders.

In the aftermath of a setback, consider these three thought-provoking queries:

The question is, "What did I take away from this experience?"

What are three good things that may come out of this?

How has this helped me evolve as an individual?

Hopefully, you'll be able to identify some positives in this setback after going through this exercise.

Jeremy Bloom's *Fueled by Failure: How to Use Setbacks and Defeats to Fuel Success* is a related read.

● Take responsibility for Your Error

Even if you've admitted your error, made amends, and grown as a result, taking responsibility for the outcome is essential.

Acknowledging and accepting accountability for your actions demonstrates that you are a person of integrity and accountability. Despite first impressions, admitting fault can help people have faith in you again. Because of this, you'll be able to gather your strength to attempt again.

● Flip your Perspective on the Notion of Failure

You need to reinterpret your setback and alter your goals. Perhaps now is the time to reconsider dreams you've long since set aside, or to choose a new course of action altogether. It's possible that your life may take an unexpected and fascinating turn.

you're feeling down, remind yourself that every setback is a chance to acquire something new or get experience you wouldn't have had otherwise. If you need to rethink what it means to fail.

Robert Spadinger of Pick the Brain provides a list of facts that could assist. The following are some of the things he thinks:

"Failure teaches you that there may be other alternatives to examine," said Albert Einstein. When you fail, you learn from your failures and get the confidence to try new and more difficult things.

'You are not a failure no matter how many times you fail; the only failure is giving up.

● **Do something, and then leave it Behind You**

Taking the following move will be the true measure of your resilience. How would you propose fixing the issue? What can you do to mitigate the situation so that no one else is harmed? In what ways might things be brought back on course? Accept ownership for your error and move on. It's time to get started on anything new, whether it's a project, an endeavor, or a task. If you're able to take the lessons you've learned from your struggles and use them to propel you ahead, you'll be better off for it.

Six Setbacks you should Endure Atleast Once in your Life

There is a universal fascination in discovering the key to lasting happiness and success. There is a universal desire to have it all, whether in one's professional or personal life. The more pertinent query is, "How do we get it?"

The solution is rather elementary: You will need to experience failure frequently. All that you can from each setback is a lesson. That's how easy it is. The only other consideration is being self-aware enough to fail only at the things that matter. There are setbacks that must occur before achievement may be realised. You can't finish the picture without them.

But there are mistakes that may be prevented totally, as well as every single failing that occurs again. Repeated failure is not only tolerated, but celebrated.

Nevertheless, make sure each failure is unique. Listed below are the seven setbacks every successful person has had to overcome. Having your committed relationship end relationship breakdown stands out as the defining incident that helped shape who I am today. As if that weren't bad enough, I messed it up with the lady I loved most of all, then or since.

It's common for relationships to end in failure, and usually, we have little say in the matter. But until you've messed up a terrific one, you didn't enjoy a meaningful connection the way you should.

When the other person was obviously at fault, it's far simpler to pick yourself up and go on. Yet, when you are solely responsible for your actions, you are forced to face the consequences and learn from them. And this means owning up to the fact that you were the one who messed everything up... but that's another tale.

- **Inability to Predict Future Events**

A key factor in humankind's rise to the top of the food chain is our superior prognostic abilities. Because of our superior understanding of cause and effect, humanity has soared to unprecedented heights.

This is a talent that has to be honed over time. From the time we are born (or, more accurately, shortly thereafter) until the time we die (or, again, more accurately, until we come to the conclusion that there is nothing else to learn about our immediate surroundings), we are constantly taking in information and forming new perspectives.

- **It is Easy to Overlook the Significance of Careful Observation and** careful calculation. It's funny how we're better observers as toddlers than as adults, yet most people rely on hope and superstitions instead. Most of us don't go very far in life until we realise there's always something fresh to see, something new to ponder and analyse. It becomes increasingly challenging to predict the result of an event as its complexity increases.

- **To be completely forthright, all we can do is speculate on the** likelihood of an event happening. In reality, that's all you need to get by, seeing as how much of life is a game of chance anyhow. Follow Paul Hudson on Twitter and Facebook to read more of his musings and rants.

- **There was a Breakdown in the Friendship** Developing an awareness and appreciation for the various bonds in your life requires time and effort. The lessons you learn from the friendships and connections in your life are equally as valuable as the ones you learn from your significant other. There are also poisonous friendships, just like there are toxic love ones. A friendship breakup may teach you valuable lessons about yourself and the kind of life you want to lead.

In most cases, the people we hang out with end up being the defining factor in our own personal narrative.

- **Poor Career Decision**

Nobody I know of or have ever heard of got it right away the first time around. Finding your true calling in life requires a significant amount of time spent eliminating potential paths. It's safe to assume that you aren't getting the greatest use of your potential if you're still working at your first job from high school. Perhaps you're the lucky one in a million, but the vast majority of us have to learn the hard way. More important than deciding on a career path is learning about the world and the value you can provide to it.

- **The opposite of a "healthy" bank account**

One cannot appreciate the value of money unless they experience financial hardship. There's no getting around this one. You can grasp the idea in theory, but you'll never fully appreciate it unless you find out how to feed yourself for free, or the strain of having debts like credit card and student loan interest rates weighing you down. You should experience poverty at some time in your life, and sooner rather than later, since it teaches you to value money and appreciate how little you actually need to get by.

Humans as a whole are quite wasteful. They waste their time and money on over consumption. Worst worse, they are unable to appreciate even the simplest of things. They keep attempting to purchase happiness, even though they should know by now that it can't be bought.

- **Attempt for greatness that fell short**

Until you consistently fall short of your ideal, no matter how lofty, you will never value your successes. Is it truly greatness if we don't need to fight for it? It is the effort and sacrifice required to achieve the seemingly impossible that fascinates us. Easy accomplishments are not worthy of recognition. Never confuse merely falling short of greatness with not even trying. Doing your best and then recognising it wasn't good enough taught me a lot. But if you never put yourself in a position to fail, you'll never learn anything. No, not until it's much too late.

CHAPTER 14

TWENTY-ONE LESSONS TO LEARN FROM A FAILURE

Life fails everyone. Failure will come. If you haven't failed big, wait and see. That's the realism in me, not my pessimism.

Issue? Most individuals think failure means defeat. I failed several times. I was once a professional failure. I failed everything. Work. Existence. I felt utter defeat. Those failures taught me valuable lessons. Before suffering through multiple failures, i never appreciated the necessity of failing. I also didn't know how many times renowned individuals failed.

My mistakes were irreversible. I'm fairly certain the world's most successful wouldn't either. Failure hurts, but it's life's divine chisel. Failure teaches. Love, family, career, wealth, emotions, and people change as we mature. We must connect dots we hadn't previously.

Failure is genetic. Endless failures formed our dna. Our genetic fabric has evolved through failures. It's natural selection and earth's magnificent design.

If you fail, it may not be useful. Failure hurts. It might be so painful that you doubt your existence. I promise you there is light at the end of the tunnel.

I learned a lot from my numerous failures and wanted to share them with you. Failure was hard to overcome. I feel for you if you're going through it right now. I know how much it hurts.

Failure teaches life's most precious lessons. Please mention if failing has improved you. It helped me.

I. In the first place, you see that this isn't the culmination of the path.

When you make a major mistake, it may appear to be the end of the world. Everything you have wanted or dreamt of seems absolutely unattainable at this point. The effect on your emotions is significant. It's devastating to your body, mind, and soul.

But i learned that falling short wasn't the end of my journey. The pain of failure was more than i wanted to admit, yet ultimately, it helped me greater than it wounded. I owe a lot of who i am now to the foundation it helped to lay. That's what it typically does for you.

It's true that hindsight is 20/20, but the insight you acquire through setbacks is invaluable. When we worry, it's usually more about the prospect of failure than actual failure itself. How will others see me? How will people think of me if i do this? Even if these are valid concerns, we shouldn't let them deter us from trying again.

II. It aids in Reevaluating your Values and Goals

You'll either get stronger from the experience or give up completely. The only way it can change you is if it first destroys you. This is when things start to get complicated. No one has ever achieved a really extraordinary achievement without first suffering a devastating setback. Some people have only had to go through a few setbacks before finally succeeding, while others have gone through hundreds.

Strange things occur, though, when you inevitably fail. The way you value things in life starts to shift. You rearrange your priorities. You take stock of your innermost desires and aspirations. Your priorities shift as you learn to value the things that were formerly less significant.

This reordering of values is a necessary first step in recovering from setbacks for the vast majority of people. You rearrange matters to create place for what really matters. If reaching your goals is really essential to you, you'll start acting accordingly.

III. It molds your sense of what's important in life

We find it amusing. My ideals have been refined as a result of my many setbacks. They changed drastically over time. My priorities have changed significantly during the last decade. In the pursuit of success, putting too much weight on the wrong things is a common error.

When the wrong things are prioritized, even temporary success may be transitory. To give up is the more convenient option. When your priorities are straight, though, success becomes a source of joy rather than the other way around. To put it another way, what does it mean to place importance on the appropriate things?

Whenever we set our sights on appropriating anything from the outside universe as well as other people, we are one step away from disaster. But a massive seismic shift takes place when our values move to ones centered on participation and providing greater to the entire globe than we get.

IV. You'll develop a Kinder Disposition

The strength of the ego is well-known. Prior to a catastrophic failure, our lives are dictated by our egos. You care more about how you seem to other people, either by your spending habits or the opinions of others around you. However, after a setback, perspectives shift.

As a result of a catastrophic failure, one's pride is broken. Therefore, you develop a kinder disposition. As a result, you develop deeper connections with other people. You are compelled to take a more introspective approach, learning to empathize with and care about people other than yourself.

My life's setbacks taught me more valuable lessons than I would have ever anticipated. Because of them, I am a much nicer, softer, compassionate, and giving person than I was before. If it weren't for those setbacks, I probably would have ended up a much less caring person.

V. It broadens your view of financial matters

Major setbacks teach you valuable lessons about managing your finances.

It doesn't matter whether you have marital, professional, or interpersonal failures. That's certainly how I felt about it. This forces you to develop a more nuanced view of the financial world.

Each and every choice we make has an effect on our financial situation. Financial failure becomes more likely when money is treated with contempt and sloppiness. The odds of failing increase dramatically when you include in things like gambling, alcoholism, and other temptations.

Nonetheless, I learned valuable lessons about money management as my attempts at making it failed one after the other. I stopped frivolously squandering cash and started treating it with more reverence. As you continue to learn from your mistakes and grow as a result, you'll be in a better position to achieve long-term success and prosperity.

VI. Changing your Strategy is Option

My publications often emphasize the value of having goals and a strategy for reaching them. On the other hand, you shouldn't simply make one strategy and stick to it forever. Constantly rethinking your strategy and fine-tuning it with data and feedback is essential.

After previous failures, I understood where I went wrong. Along the way, I wasn't doing any good planning. Perhaps if I had prepared more thoroughly, I might have avoided such spectacular failure. Though your ultimate objectives should remain same, your strategy should develop throughout time. Use an aircraft as an illustration. From LAX, a jet takes off towards New York's JFK airport. If it travels at its planned speed, altitude, and heading, it will arrive in 5.5 hours. However, what happens if there are delays? Turbulence? Contamination of the air? The pilot of the aircraft does a course correction. The end result remains the same.

VII. You find out who your genuine pals are

When I started failing one after another, I soon discovered who my genuine friends were. This is something that a lot of other individuals do as well. You might think of failure as a "friend filter" for your social circle. When you're doing well, people gravitate toward you. But when you fall short, most of your "friends" abandon you.

It hurts like hell at the moment. Everyone seems to be turning against you. True friends, though, accept you for who you are rather than how successful you are. In the eyes of a real friend, neither your monetary balance nor your list of accomplishments matter one bit.

Those that mattered to me stayed by my side. That's why I was so moved by their words. They meant to encourage me rather than discourage me. They only focused on the bright side, saying encouraging things. The ones who really care about you will always be there for you.

VIII. You Learn to Regulate your Emotions in Healthy Ways

Success and failure may send your emotions into a tailspin. When you're furious and suffering from the agony of failure, it's difficult to remain focused and devoted. Your feelings might be a roller coaster, going up and down and all over the place.

For me, failing hurt like hell. I cried through a lot of it. At times, I thought I just couldn't take it any more. However, I learned valuable skills for managing my emotions as an outcome of this experience. I was able to reorient my attention and rewire my brain to concentrate on the bright side of things.

The mind is like a camera lens in that it will only concentrate on the subject at hand. By retraining your attention, you may better manage any feelings that rise to the surface.

IX. You put your Trust in a Divine Source

When you've failed, you go to your higher power, whether it's God, Jesus, Buddha, Allaah or simply a metaphysical connection that ties us all. Humans and other lifeforms have essential connections. Everyone has a spiritual core that makes us who we are.

I prayed to my deity for help when I really messed up. You find strength in your religion or spirituality and the knowledge that everyone has to deal with their own set of challenges at some point. The setbacks you've experienced are not unique; many people have been where you are now.

Because I believe that everything happens for a reason, I place my trust in a greater power. Just like success, failure has a function. What we do when events aren't going as planned is a big part of what makes us who we are.

X. You Learn that Achievement Isn't the only Thing that Matters

Okay, I get it. Almost blasphemous, wouldn't you agree? But when you fall flat on your face spectacularly, you learn that success isn't everything after all. This is particularly true if your ideals and objectives are at odds with one another.

When I was unsuccessful in business, in my marriage, and in other areas of my life, I realized that success, at least as I had understood it, wasn't everything. Because of this, I dug further into the questions of my identity and how I do the things I do.

More crucially, failure tends to raise its collective head more often when success is the only thing that matters to you. When you put a premium on joy and making a difference, though, achievement becomes nearly automatic.

XI. You have a new perspective on your objectives

Even if you do fail, I don't believe you should alter your objectives. It makes no difference how ambitious your objectives are. When I encountered setbacks, I realized I needed to re imagine rather than adjust my objectives. I wanted a more distinct mental image of them.

You can tell how important goals are to me if you've been reading my blog for any length of time. Effective goal setting is a major contributor to achievement. In retrospect, it was clear that I had to give my mental picture of success a makeover.

The ability to see things from a different angle is a benefit of stepping back and reimagining. Your vision has improved. Then you may go with full force. You haven't failed till you give up trying. The loss was just transitory. An obstacle, if you will.

XII. You look to other people to be a source of motivation

Following a setback, you may look to others for motivation. You start looking for anything that will assist drive you towards your objectives, whether it's stories of renowned individuals who had experienced early failure or something else entirely. Indeed, I did the same thing.

In my experience, I've found that most individuals who eventually achieve success had experienced many previous failures. I criticized myself too harshly. That's why it was imperative that I loosen up and take more pleasure in the trip itself rather than concentrating so intently on the goal.

Know that you are not alone in your failure; many others have experienced the same or much worse. If you're looking for motivation, you'll eventually find it.

XIII. It's a consequence of better time management

Because of my failures, I realized I needed to work on my time management. However, our time management skills have contributed to our success. Since everyone on Earth has the same amount of time to live, I knew I had to make some changes immediately. Due to the fact that no one has an infinite supply of time, it serves as a wonderful leveler. Though circumstances may change, the time we have is constant. When everything was said and done, I understood that the time I had available was far less significant than the things I accomplished in that period.

The four-block strategy of time management was the one I utilized by default. My first step was to do a time audit of the first two weeks. The things I did were sorted into four groups based on their importance and urgency. At last, I realized I was making headway and kept at it until the strategy had become automatic. At last, I realized I was making headway and kept at it until the strategy had become automatic.

Time management skills improve as you find better ways to organize your day. When I was younger, I never really saw the need in using them. To keep my ideas to myself, I didn't speak out. To me, it was the quickest and easiest solution. I had no idea how quickly I might become diverted or lose focus on my day's tasks until I didn't have my

usual to-do lists to keep me on track. I understood the need of developing a broad strategy and setting attainable, daily goals. When I make lists, I try to keep them somewhat general. I just make a list of everything I need to get done that day. First, I went back over my long-term goals. The question that follows is, "What have I accomplished today?" That question occupies my mind right up until I go to sleep. After the day is over, I reflect on how well my plans went. Did I accomplish what I set out to do today? Was I successful in carrying out my lofty plans? Since then, I've improved my level of organization in many ways. And I learned to plan my time well to avoid distractions and stay focused on my objectives. All the tiny things you do each day will build up to a large result before you know it.

XIV. You'll discover how to eat the frog here

Following Mark Twain's advice, "if you must eat a frog for breakfast," it's best to do it earliest way in the day. If you must eat more than one frog, start with the biggest one. He was emphasizing the importance of getting the day's most pressing task out of the way first. To put it another way, this is the day's MIT, or most important task. I had a few false starts before I worked out how to ensure that I was really eating the frog. Even more than that, I wrote a book on it called "Chasing the Frog" to spread the word about how crucial it is to form a good habit initial to start your day with early in the morning. Doing your MITs 1st thing in the morning is a terrific way to get ahead. It's possible that you'll feel relieved now that the biggest obstacle is out of the way. If you're a procrastinator, just gulp down the frog. Make time to train as soon as you wake up.

XV. Shifting one's point of view may be the key to realizing that one's difficulties are not insured

People nowadays. anticipate instant gratification. The satisfaction of our needs is of the utmost importance to us. In this respect, we resemble little children. This is a fundamental facet of human psychology, since we are born with nothing but the Id, the most primal and instinctive part of the mind that functions only on the pleasure principle. While there has been much development in recent decades for the educated enthusiast, the Id-mind is still very much alive and well. However, you learn via setbacks that success does not come overnight. We can't have our cake and eat it, too. We need to work really hard if we want to realize our dreams and goals. I learned this the hard way as a result of my many failures.

XVI. So, What exactly is the Problem?

To work for novel goals adds variety to one's job. The monotony of everyday life sets in with more force as the first excitement fades. It's easy to revert to old routines when we're bored, complacent, or worn out. For this reason, we must now forsake our original strategy. But the real magic happens after you learn to control that instinct. Not immediately, of course.

XVII. The lesson is to accept "no" as an answer

You learn the difference between what people say they want and what they truly want after experiencing some painful losses. Your ability to ignore constructive criticism grows. As long as you don't get what you want, you'll keep poking and prodding. The story goes that Colonel Sanders, the man of KFC, had his chicken business proposal shot down 1,009 times before finally finding an investor. Yet he was certain, deep down, that his contribution was superior than the others. In the future, he hoped, more people will see things his way.

I can't take "no" for an answer anymore. I stuck with it and completed the task at hand. Indeed, I was as determined as they come. No matter how many times I fumbled and fell down, I will never give up. I didn't care how many times I was made fun of or spoken badly about behind my back.

XVIII. In doing so, your dedication to the task at hand grows.

The first two businesses Henry Ford founded both failed. The first one failed and had to shut down. After a heated argument, he was forced to leave the second one with nothing except his name. It wasn't until his third attempt, however, that he finally succeeded. His dedication to the task at hand was unwavering.

After experiencing repeated setbacks, I realized that it is only natural to develop a deeper commitment to one's objective. It's the outcome of honing and focusing your mental faculties, of making your mental constructs more solid and genuine.

Sometimes you become so energized that you can almost taste your eventual achievement. Even though you have setbacks, you should not give up hope. This is the first day of the rest of your life. It's an opportunity to dust yourself down and give something else a go, only this time armed with the insights and understanding you gained from your previous attempts.

XIX. An increased feeling of belonging to a larger group is point

It's tough to face setbacks without support. Usually, when we don't know what else to do, we try to strengthen our ties to those around us. We often attend religious services, whether in a church, a temple, or a mosque. We get together in religious services to strengthen our bonds with one another. We turn to mentors for guidance as we navigate the pain of setbacks.

In the wake of my setbacks, I sought ways to deepen my connections with members in my community. So, I made contact. My friends and family know exactly what I'm going through because I told them. Well, you know what? Some of the advice they gave me astonished me.

While each of our individual experiences is distinct, there are common threads that run across them. Indeed, similar tales may be found in the lives of other individuals. I learned from their mistakes and was able to succeed where I had previously failed. Also, you can do it.

XX. You are conscious of your unfavorable behavior patterns.

A person's self-esteem usually takes a hit if they experience a setback. You lose some of your treasured ego whether or not the failure was really significant. After suffering a setback and having your pride bruised, you become more self-aware and are able to change your destructive patterns.

The road to failure is paved with bad habits. As a matter of fact, poor habits may very well eliminate all possibility we have of succeeding at anything. And by "anything," I mean it literally. Part of my shortcomings stemmed from the fact that I had formed poor routines over many years.

However, you eventually become aware of your poor practices. If you care enough about your success, you'll start making adjustments. Over time, you gradually alter your habits in order to break free from whatever is keeping you back.

XXI. You Discover the Value of Perseverance

I know. I know. Never give up is a common saying that has stood the test of time for a reason. Even if it's been said a thousand times, it's still true. When your reasons for achieving are meaningful enough, you will never give up no matter how difficult things become.

You keep going even if others make fun of you, step all around you, or just ignore you. Every small amount of daily growth is OK by me. No matter how little, any improvement is welcome. In this case, we can't simply give up.

“Its Not Over Until You Win.”

- Les Brown

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ABOUT THE AUTHOR



Shreya Dwivedi was born in Raipur and has excelled in various academic fields with master's degree in Economics as well as Mass communication and is presently pursuing her PhD in Mass Communication, A feather to her academic proficiency, she is also a renowned radio jockey with various firms including MY FM and FM Tadka, she is presently working with Kalinga University Raipur Chhattisgarh as a professor and has authored a large number of articles, and research papers in various national and international journals of repute reflecting her wide range of scholarship, her multifarious abilities has offered her an insight into various aspects pertaining to spheres of life, failures therein and its importance in ensuing the sweet sound of success. The book is her first publication in which she poured a major portion of her thoughts and views making it a noteworthy read.

ABOUT THE BOOK

Have you ever noticed a confident CEOs generally suffer the worst career losses. Failure breeds success. Demonstrate young professionals are proud of their god-given gifts. You may be smart, creative, tech-savvy, or charming. But strange things happen when one's profession grows. Your future depends on more than your abilities. You're entering a vast, bizarre commercial realm. Many talented individuals think differently. Competition for finite resources. You may think of failure as, poor starts, rejection letters. First bad review. First speech mishap. First, large client rejection. Your first promotion denial.

You may have faced a lot of failures, and you may see few more, you never know, but as a successful professional, manager, executive, entrepreneur, or company leader depends on how much pain and loss you've endured and are ready to bear. This book shares the way to turn failures into success and to bounce back unfathomable misconceptions matter. It's a crucial success phase that everyone should experience. Yes. One of my bosses advised me to learn from my errors. It caused my demotion. His subject was beyond me. He erred. I got him after multiple failures.

Often. We forget that Steve Jobs wasn't a terrific leader until he salvaged Apple (AAPL). Jobs was fired after 10 years of toxic management.

Jobs suffered. NeXT failed financially. "I didn't see it then," Jobs claimed, but it was his finest idea. Apple fired Jobs. Clearly. Returning Apple CEO Steve was different. And many more such examples to read through the book

This book will answer why firing may be the best thing for your career

Jobs and other great CEOs who overcame obstacles to progress are analogous to our problems. You won't reach your potential unless you solve that problem and change. Life is about mistakes. This book agrees with Two life lessons to be humbles. It's minor. Positive.

Gaining those two attributes was significant. Excellent.



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