

THE CONSTRUCTIVE USE OF

PAIN

CRISIS

AND FAILURE

Jim Wallman

- **Stories**
- **Categories of failure**
- **So you failed – can you learn?**
- **Fear & Loathing – the personal effect**

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**“If at first you don’t succeed, get a dog.
A dog doesn’t care if you’re a failure.”**

"Graham's Story"



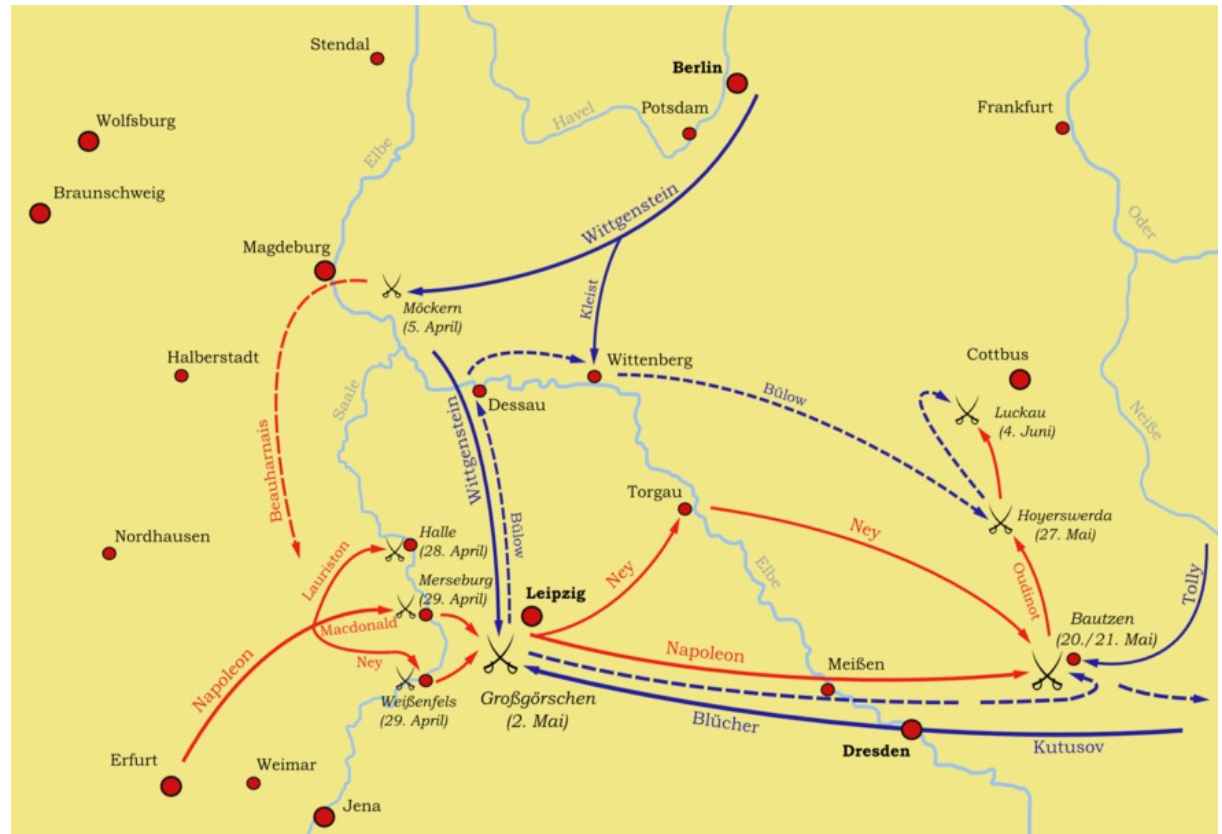
"Tom's Story"



"Jim's Story"

1. They made peace!

2. 3 to 1 wasn't a thing.



Categories of failure:

In the development – an incomplete client conversation. “But I thought *you* were doing...”

In the planning – forgetting the obvious “Of course they will have a projector...”

In the execution – Oops, the counters are on a different scale to the map.

Just One Damn Thing After Another – when everything goes wrong – the venue is locked, rules are incomplete, the players are under-briefed, the concept is misplaced **and** its it snowing...

So you failed – can you learn?

DON'T BE PRECIOUS – defensiveness makes you blind

LISTEN to your critics – *especially* if you don't like what they are saying.

CONSULT with others - to consider how to objectively judge feedback.

DON'T GIVE UP – rebuild, redesign, develop.

COLLECT LESSONS – There may be common elements.

Fear & Loathing – the personal effect

YOU ARE NOT THE GAME – the game may have failed but you are not a failure.

TAKE TIME OUT – allow recovery time before reacting or reviewing.

AVOID PLAYBACKS – silence the broken record of the bad stuff

DON'T GIVE UP – avoid “I'm never doing that again” statements

Further Reading

THE ACCIDENTAL CREATIVE - Todd Henry

BLACK BOX THINKING - Matthew Syed

REBEL IDEAS - Matthew Syed

CONSCIOUS BUSINESS - Fred Kofman

THE END

