

REFLECTION: FAILURE AND YOU

Failure is simply the “condition or fact of not achieving the desired end or ends”. We’ve all experienced failure, and many of us let our fear of failure prevent us from chasing our goals.

For the purpose of this workshop, the fear of failure is defined as:

“The anxiety or apprehension associated with the possibility of failing to achieve a desired goal.”

The activities on this page are to encourage you to reflect on your current relationship with failure.

Recall a time that you failed at something meaningful to you. Consider:

- What happened
- Any associated thoughts or behaviours
- What didn't happen
- Why it was meaningful to you
- How you felt afterwards
- Why you consider it a failure

To what extent do you believe your fear of failure has had or could have a negative impact on the success of your business?

*Failure doesn't
bother me at all!*

*Fear of failure strongly
bothers me!*

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List up to three business projects you would attempt to start, or three things you would do differently, if you knew that you couldn't fail.

For each one, identify at least one way that it aligns with your business goals.

If I knew I couldn't fail, one thing I would do for my business is:

If I knew I couldn't fail, another thing I would do for my business is:

If I knew I couldn't fail, a final thing I would do for my business is:

Quotes about failure

"I've not failed, I've just found 10,000 ways that didn't work"

- Thomas Eddison, Inventor of the Light Bulb

"It is impossible to live without failing at something, unless you live so cautiously that you might as well not have lived at all."

- JK Rowling, Author

"Do not be embarrassed by your failures, learn from them and start again."

- Richard Branson, Entrepreneur