SCHOOL OF FAILURE

DARE TO LOSE TO REACH SUCCESS
The word “failure” goes beyond the mere legal definition to get a symbolic meaning involving the person and his own identity. Failure is often seen as an unerasable mark, a crippling social taint capable to undermine our self-confidence and question wishes and talents. Many researches shows how Italian society lacks an healthy culture of failure. Few dare to try due to the fear of failure and making mistakes because those are felt as an indelible marks.

Although aware about the importance of tolerate and welcome mistakes, most people will do their best to avoid them. Fear of failure is a real obstacle to innovation, creativity and true expression of our talent. But is it possible to celebrate failure in a world always looking for successful people and companies? Yes, without doubts. Especially in the complex environment we live in.

Even more: in this complexity, a mistake is not an exceptional event, but a natural element from witch to learn and get better. Accepting and Celebrating failure, science says, has a cathartic effect on our brain, or depriving mistakes and failures of their dramatic nature rewarding the best mistakes. Or sharing mistakes, because only sharing their tale mistakes can transform themselves into a source of learning and progress.
PROBLEM 1. FAILURE IS A SOCIAL STIGMA

PROBLEM 2. EVERYONE IS BIASED
PROBLEM 3. PASSIVE LEARNING

TOO MANY LESSONS SHARED FROM THE FRONT OF THE ROOM

PASSIVE

READ

HEAR

SEE

HEAR AND SEE

ACTIVE

SAY

SAY AND DO
SOLUTION: SCHOOL OF FAILURE

Mistakes are commonly considered something negative as a fault, a social stigma or an indelible mark, but above all we learn nothing from mistakes. Indeed, we always do the same mistakes. How can we learn from our mistakes? School of failure. It helps you to welcome, analyze and embrace mistakes through an innovative, experiential and immersive ludic method. You will learn to turn mistakes into new opportunities.

AIMS

1. Accept mistake and learn from failure
2. Change the rule
3. Improve soft skill
4. Boost self confidence
5. Combine knowledge and experience
MINDSET: PERFORMANCE FAILURE TEST

- Fear of Experiencing Shame & Embarrassment
- Fear of Deviating One’s Self-Estimate
- Fear of Having an Uncertain Future
- Fear of Important Others Losing Interest
- Fear of Upsetting Important Others
- General Fear of Failure

90%  75%  50%  25%  10%

1.41  1.01  0.99  0.48  0.38  0.34  0.28  0.22  0.17  0.11

- Sharing failure
- Perception of failure
- Analysis bias
- Self awareness
- Down Play
- Self confidence and Success

MINDSET + METHOD
MINDSET: RATIONAL-EXPERIENTIAL INVENTORY TEST

![Bar chart showing rational ability, rational engagement, experiential ability, and experiential engagement with values 1.35, 1.55, 0.13, and 0.34 respectively.]

MINDSET GAME AND ANALYSIS BIAS

**Fixed**
- Avoid challenges
- Give up easily
- See failure as fruitless or worse
- Ignore useful negative feedback
- Feel threatened by the success of others

**Growth**
- Embrace challenges
- Persist in the face of setbacks
- Learn from failure
- Learn from criticism
- Build on the ideas of others

* Nelson Mandela Quote: Do not judge me by my successes, judge me by how many times I fell down and got back up again.
METHOD: SCHOOL

METHOD: CONFERENCE
“WHEN WE GIVE OURSELVES PERMISSION TO FAIL, WE, AT THE SAME TIME, GIVE OURSELVES PERMISSION TO EXCEL.”
E.RISTAD