

THE EXTRA POINT

BY JERRY ROBERTS



1224 A Week Without Failure is a Week Wasted — Part 2

Yesterday, we told the story of a dad who had his kids talk about their failures at a weekly family dinner, and said that if there was no failure, there wasn't enough effort. I'm Jerry Roberts, and we'll dive into more on this next, on The Extra Point.

As we said yesterday, the dad suggested that if people don't try and fail, they had been playing it too safe — or hadn't been looking for opportunity. If not those reasons, they didn't try because they were worried over what others might think about their failure.

We also mentioned that failure is just a thing, an event, and it's not personal. We're not the failure, the thing that happened is the failure. If we pin it on people as some kind of dishonorable act, they will shut down and likely avoid any sort of risk in the future.

Think of some of the great inventors in relatively recent history. Thomas Edison and the light bulb; the Wright brothers and the airplane; Karl Benz and the automobile; Alexander Graham Bell and the telephone. Not one of them got it right the first time. Whether it's true or not, the story on Edison is that he made 10,000 tries to make that bulb light up.

Edison, as well as all of the others, no doubt would have given up if they would have been beaten up by some criticizing, unmotivating, innovation-killing, short-sighted boss.

If so, you'd be listening to this Extra Point in the dark, and that's only if Marconi didn't have a boss who demoralized him and he followed through on harnessing radio waves.

You'd be getting ready to walk to work because there wouldn't be cars; you'd have no one to complain to because there wouldn't be phones; and if you got fed up with all of that and wanted to go off-island, you'd have to take a boat because there wouldn't be planes.

Just one handful of bad, misguided managers could have changed the world for the worse, much worse.

It makes one think about all of the breakthroughs we've never had because people with talent were held back or didn't try — simply because failure was looked upon as bad, and something to avoid at all costs.

Nobody wants to fail, and if we look at failure as perhaps one more try away from success, that can fuel interest and lead us to the win. Here are some questions to ask:

1. What did you learn from the last effort, and what would you do next?
2. If you were looking for help on this, where would you turn?
3. Based on where we are now, if we didn't continue this project, can we use what we've done or learned in some other way to get value out of it?

A brainstorming effort will yield many more questions, answers, and a possible solution. Another idea with potential is to turn the effort over to someone else. A set of fresh eyes or a team's worth of fresh eyes can give a project new life.

I've had decades of experience in broadcasting and publishing, and watching salespeople try to sell advertising. One rep may try for weeks and months to get a certain prospect to sign a contract, and nothing works. Then, a new rep is assigned to the account and they quickly score a deal.

This happens in multiple industries, every day in this community. You don't give up, you just shift gears and go at it in a different way.

(Con't.)

THE POINT
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Don't see failure as an end point. See failure as the step to the next step — the one that could bring the victory.

Build your people up, get them to see failure as a part of winning, and they'll love to come to work.

That's the Extra Point. Be responsible and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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