

Failure is a Necessity

Nobody likes to fail, yet it is the inevitable by-product of a healthy creative enterprise. No answer is ever apparent. Only by creating an atmosphere that encourages experimentation will you generate the enthusiasm and sense of security needed to stimulate innovative thinking. Experimentation – sometimes called “trial and error” by definition demands a tolerance for failure. The only way to encourage alternative thinking is to think alternatively. If you fear failure those around you won't be taking the chances necessary to develop something really unique. Innovation is what gives you your distinctive edge. Failure is part of the innovative process. If you're not failing some of the time, you're simply not experimenting enough.