



DECIDE. ACT. MAINTAIN. SUCCEED.

Tip #9 of 12 Mindset tips for improved performance: There is no failure only feedback.

How might this concept change your business? Your thinking? Your communication? Your sales or sales management? It's been said that when Thomas Edison was asked about how he failed thousands of times to create an electric lightbulb, he basically responded by saying he didn't fail, he simply found *10,000 ways it didn't work. Feedback – not failure.*

“Success is not final, failure is not fatal: it is the courage to continue that counts.” - Winston Churchill

“Only those who dare to fail greatly can ever achieve greatly.” - Robert Kennedy

Take a moment and think back on your successes and your “failures”. If you've been in sales for a little while you understand that you can learn more from the sales you missed than the ones that were easy. But only if your mind set is right.

Can you also think this way about employee challenges? What about conversations with supervisors, board members, friends, and family?

When you think of it all as feedback, you are in a better position to reframe and retry. It does take will power to adopt this one; and when you do, you'll notice your influence increase dramatically.

- We've all had failures. Some more important and painful than others. Consider for a moment what you could learn if you were to think back now on some of those events as “feedback” and not failure.
- If you had to explain this thinking to someone you care about, how would you do it? What pushback can you anticipate? How might you frame the conversation, so you get them to buy in?



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- In selling and business, think back now about the sales you missed or the deals that never quite materialized. What can you learn, as you think back on these as opportunities for feedback, so that next time something similar comes along, you can handle it better?
- Is there one particularly painful memory you have that you still consider failure? What if someone had the ability to look at that memory, in all its detail, and find feedback that will help you in the future... what would they report back to you?
- I wonder what would happen if you could consider now there are only two outcomes to any event: “wins” and “lessons”? How does that change your perspective?

You can develop this new mindset by practicing on the little things immediately. What minor setback have you had recently that, when you revisit it now with the intention of learning, could you easily reframe for new insights?

And with practice, when you decide to commit, can you imagine yourself making this your new paradigm? Wins and Lessons.

How do you feel now having gained these insights?