



2022

FAILING FORWARD

H E A T H E R
S T R A T F O R D

“It is impossible to live without failing at something, unless you live so cautiously that you might as well not have lived at all, in which case you have failed by default.”

– J.K. Rowling



What is the purpose of life?



What will you change?



FAILURE IS PART OF LIFE



THE
REAL
FOUR
LETTER
WORD
IS



FEAR



Social Media





FAILURES





- Born a slave
- Separated from his
- mother as an infant
- Taught to read then
- denied the right to
- by the same person
- Whipped regularly
- Considered the most
- influential African
- American of the 19th
- Century, helping to
- end slavery and gain
- equal rights



FREDERICK DOUGLASS

"If there is
no struggle,
there is no
progress."

- Exceptionally short
- lived marriage
- Divorced jobless
- penniless mother
- living on welfare
- Suffered bouts of
- depression
- 12 publishers rejected
- her manuscript before
- it was accepted
- Now is considered the
- most successful
- woman in the UK



J K ROWLING

"Failure gave me an inner security that I had never attained by passing examinations.

Failure taught me things about myself that I could have learned no other way."

photo credit telegraph.co.uk



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- Father died when he
- was 5 years old
- Farmhand by the age
- of 10
- Only discovered his
- "secret" at 50.
- At 62, with his \$105
- social security check,
- he pitched his idea.
- 1,009 companies
- rejected it
- At 74, sold his
- company for \$2
- Million



COLONEL SANDERS

“One has to remember that every failure can be a stepping stone to something better.”

- Failed twice resulting
- in bankruptcies, first
- at 36 and again at 38
- In the 2nd bankruptcy,
- he lost the right to his
- name
- His 3rd attempt (at 40)
- revolutionized his
- industry, selling over
- 17 million units, and
- changed the face of a
- country



HENRY FORD

"Failure is simply
the opportunity
to begin again,
this time more
intelligently."

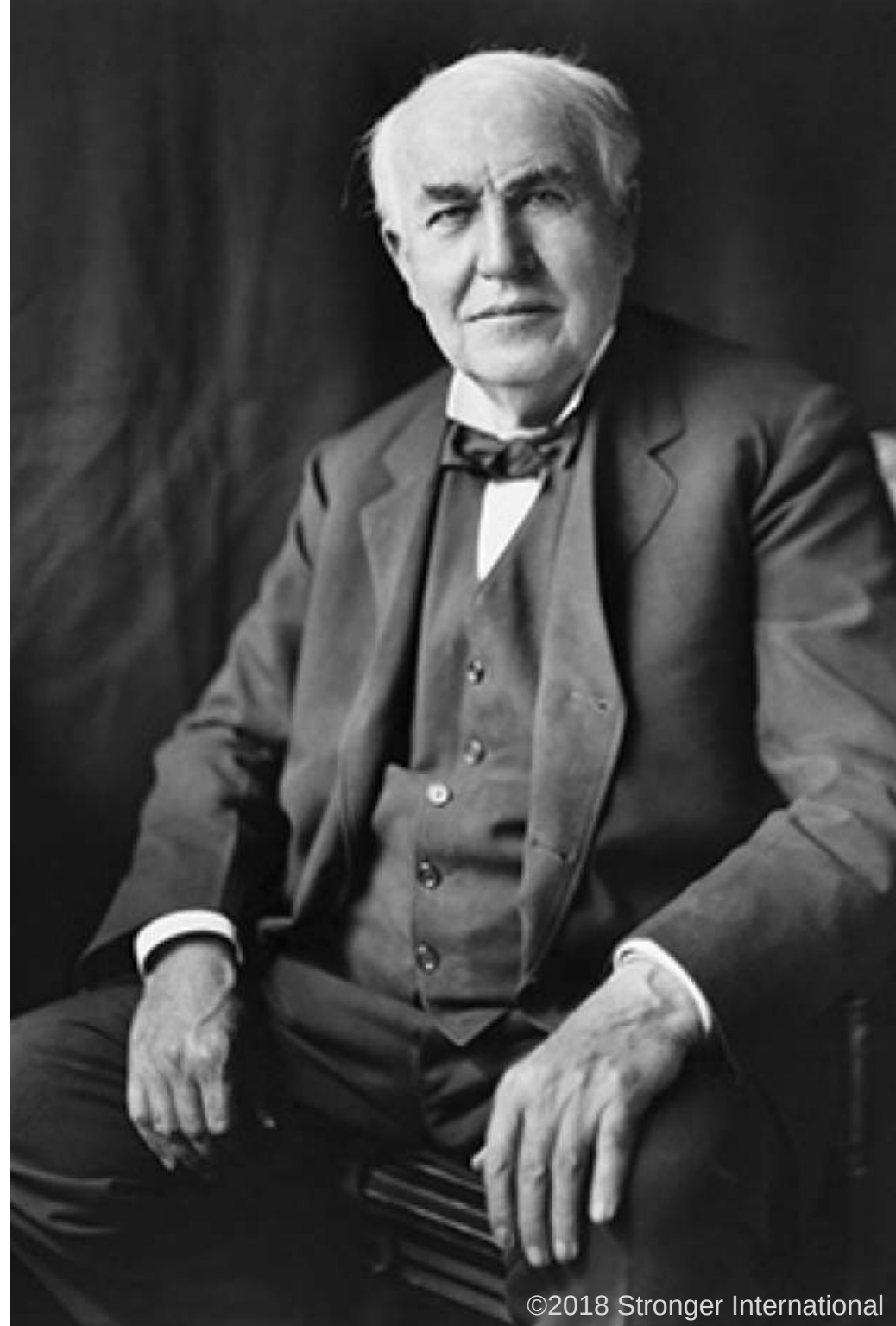


- Homeschooled because
- he was deemed "too
- stupid to learn
- anything"
- Scarlet fever and
- recurrent ear
- infections as a child
- left him mostly deaf
- Fired from his first 2
- positions for not being
- productive enough
- Deemed the greatest
- inventor of all time and
- holds 1,093 US patents



THOMAS EDISON

"I have not failed.
I've just found
10,000 ways that
won't work."





- Grew up in poverty
- Sexually and
- physically abused
- as a child
- Ran away at 13
- Her first child died
- shortly after birth
- Fired from 1st job
- because she was
- "unfit" for television
- Now a household
- name with a net
- worth over \$4
- Billion



OPRAH WINFREY

"Failure is
another
steppingstone to
greatness."

- Competitive elite athlete who failed to make the Olympics
- Went from assistant to senior editor in one year, but after 15 years was passed over for editor-in-chief position
- Was told she'd fail when she left as a fashion insider at Vogue to start a bridal boutique



VERA WANG

“Success isn’t about the end result: it’s about what you learn along the way.”

“In the end, it’s not about failure, it’s about how much you love what you do.”

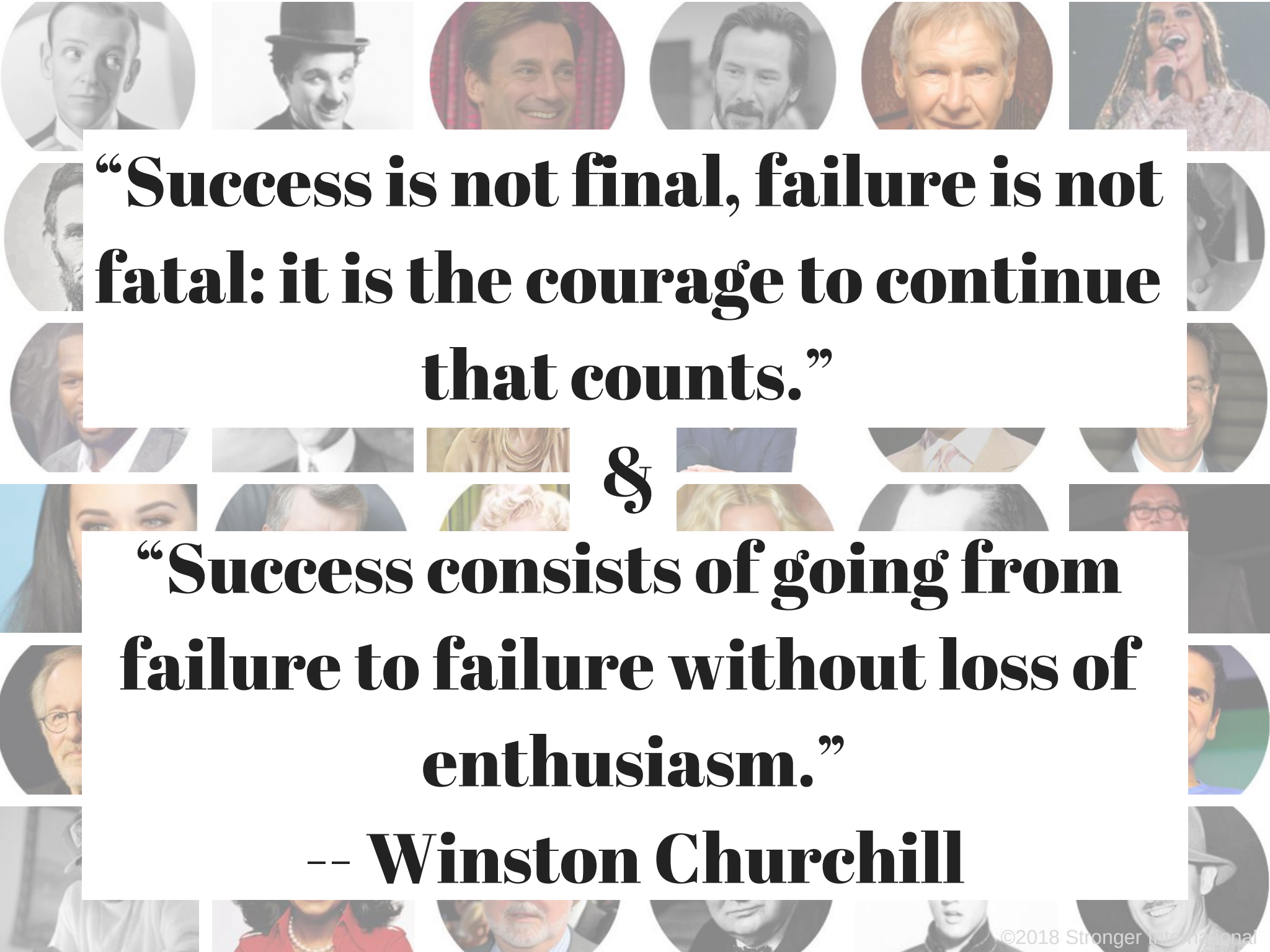




https://www.huffingtonpost.com/entry/21-famous-failures-who-refused-to-give-up_us



https://www.wanderlustworker.com/48-famous-failures-who-will-inspire-you-to-achieve/

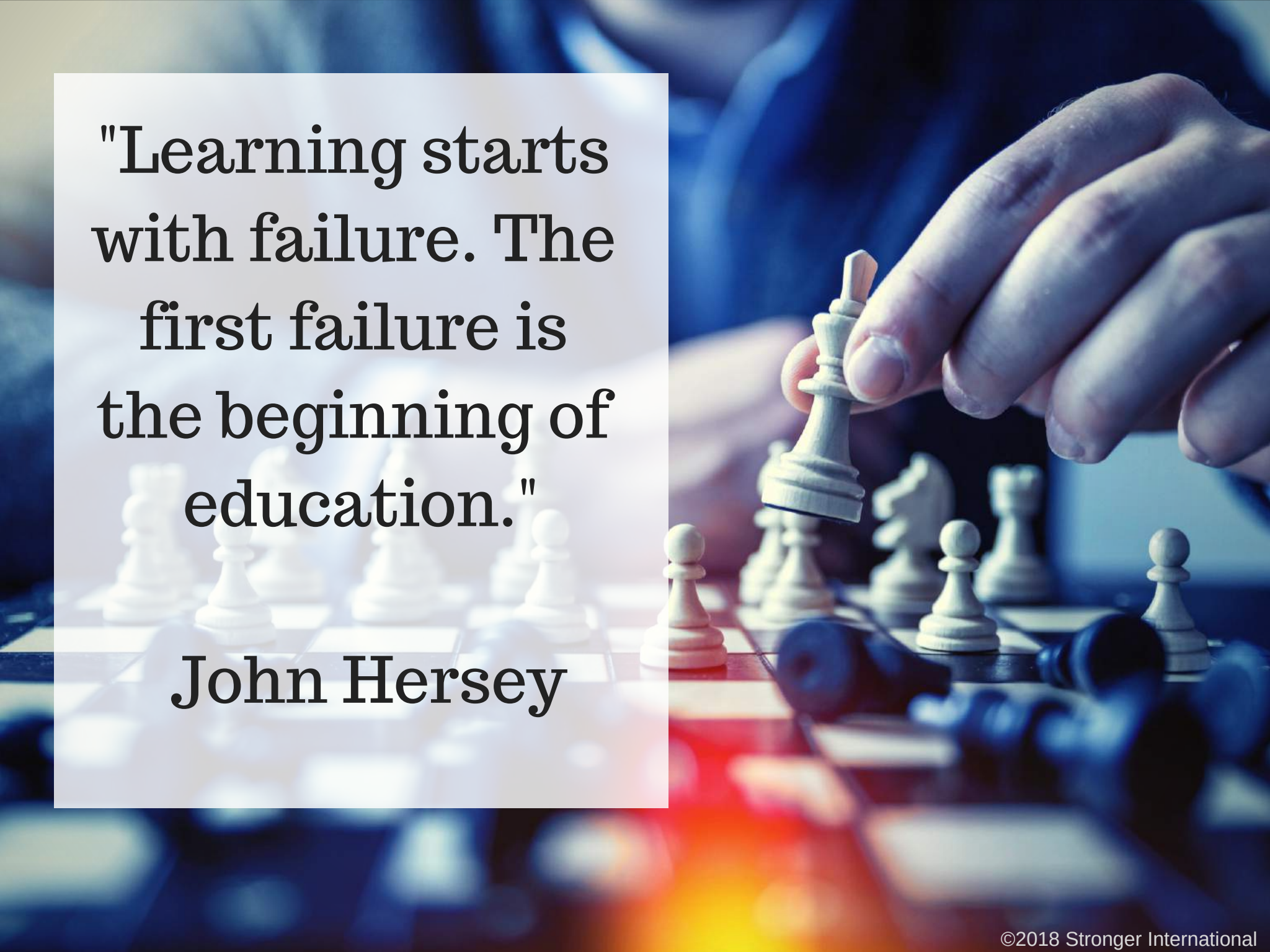


“Success is not final, failure is not fatal: it is the courage to continue that counts.”

&

“Success consists of going from failure to failure without loss of enthusiasm.”

-- Winston Churchill

A close-up photograph of a hand moving a white chess king piece on a chessboard. The board is partially visible with other pieces in the background. The lighting is dramatic, with a blue and red color palette. The text is overlaid on the left side of the image.

"Learning starts
with failure. The
first failure is
the beginning of
education."

John Hersey



GETTING PERSONAL

Delegated too much to a key person who got overwhelmed, felt under valued and left.



I put my education and priorities behind
another's.




I went after a business segment I knew nothing about
- GSA contract - \$20,000 in expenses and time with no
return.





I paid for a private label virtual training platform
up front and have yet to recoup the investment.
Cost \$15,000. Recouped \$3,000.





I wanted to bring on talent with a law degree –
advanced him money and he never delivered –
\$8,000.



**Sold a business to the wrong person.
Cost me \$600,000**



Trusted a vendor partner. When my main contact left the company went directly after my clients.

WHAT DOES FAILURE TEACH US?

1. Experience



WHAT DOES FAILURE TEACH US?

2. Knowledge



WHAT DOES FAILURE TEACH US?

3. Resilience



WHAT DOES FAILURE TEACH US?

4. Growth



WHAT DOES FAILURE TEACH US?

5. Choices



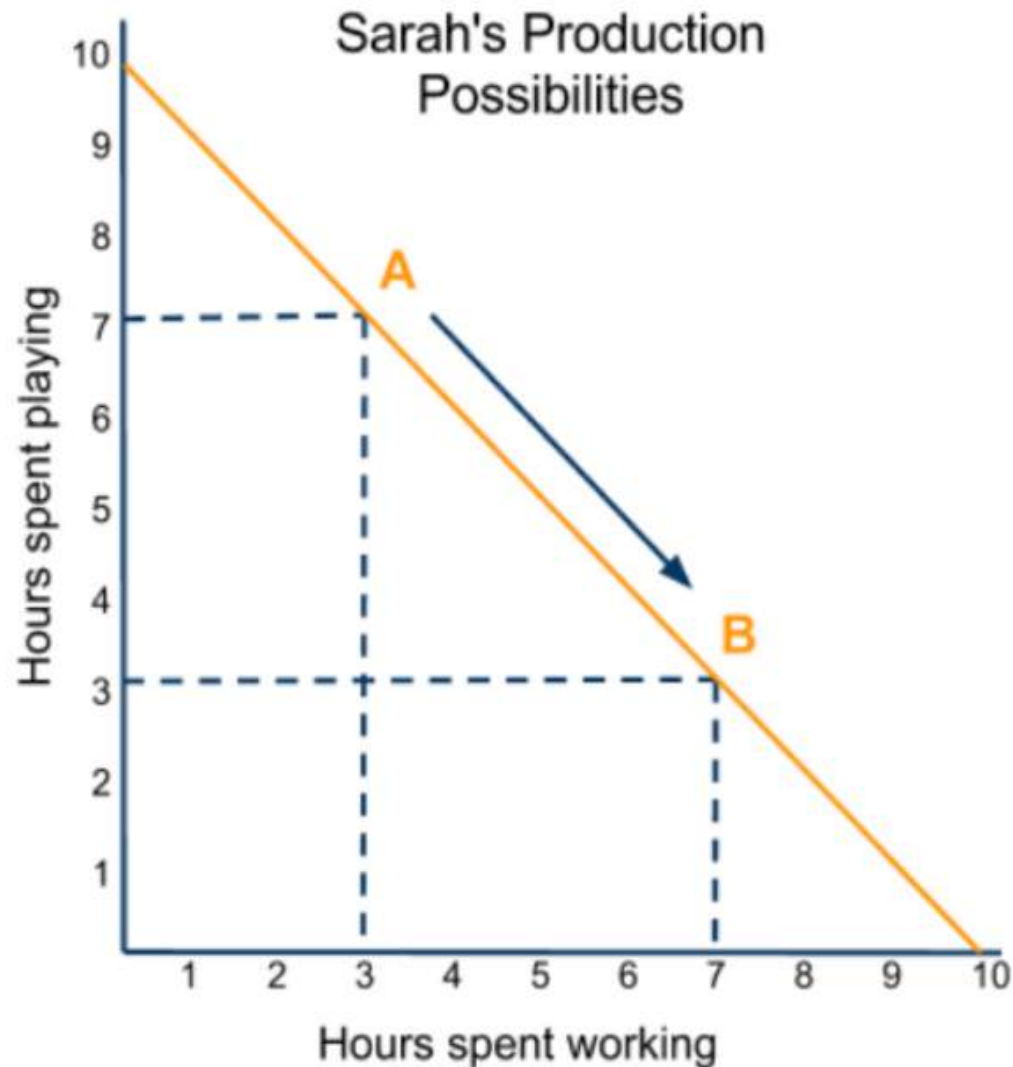
OPPORTUNITY COSTS



“There is an opportunity cost for everything we do. This is why we must have the awareness to ensure that what we are pursuing is really what we value, because the pursuit leaves countless lost opportunities in its wake. We choose one experience at the sacrifice of all other experiences.”

— Chris Matakas,
The Tao of Jiu Jitsu

PRODUCTION POSSIBILITIES CURVE (PPC)



The background is a dark, textured surface covered with numerous 3D question marks. Most are black and slightly out of focus, while a few are bright orange and in sharp focus, creating a sense of depth and inquiry.

**What are your
opportunity
costs?**

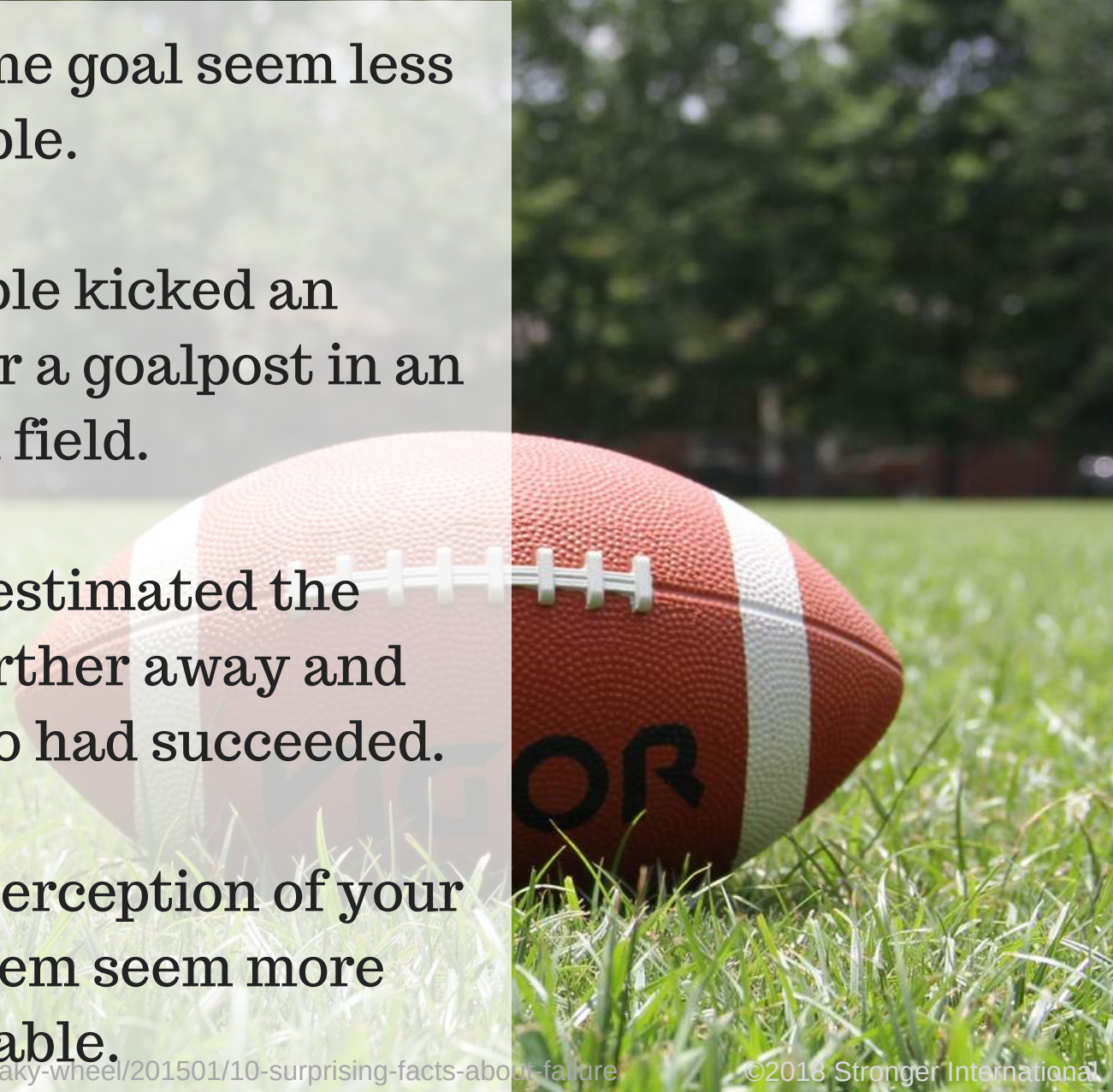
Perception

Failure makes the same goal seem less attainable.

In one study, people kicked an American football over a goalpost in an unmarked field.

People who failed estimated the goalpost as being further away and higher than those who had succeeded.

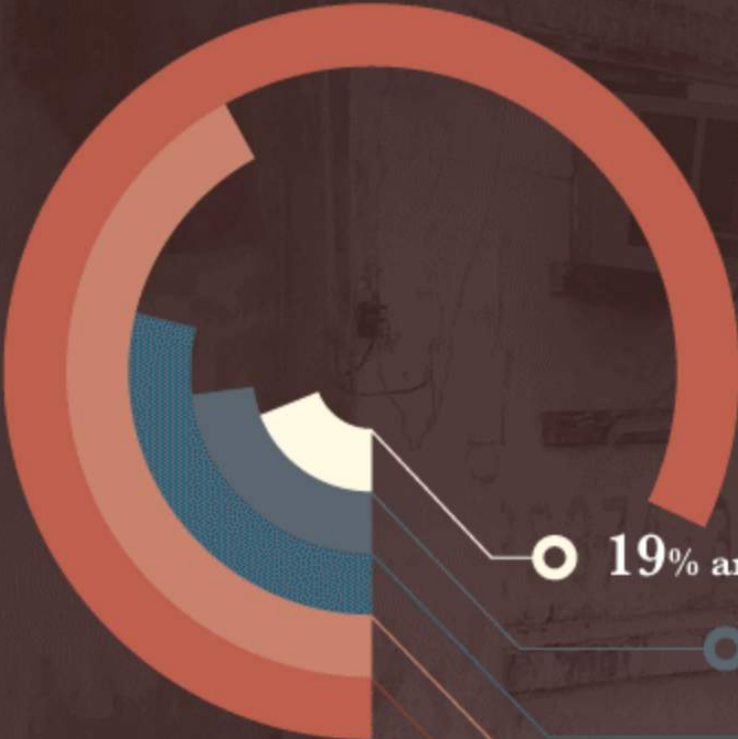
Failure distorts your perception of your goals and makes them seem more unattainable.



Why Small Businesses Fail

3 Keys to Improve Success Rate

- Invest in the Right Product
- Communicate with Customers
- Build the Best Team



19% are outcompeted

23% don't have the right team

29% run out of cash

42% no market need for products or services

82% experience cash flow problems

On the Up Side...

"More small businesses are opening than closing."

"Female entrepreneurship grew by 114% between 1997 and 2017"

"Women-owned businesses consistently outlast male-owned businesses" demonstrating "female entrepreneurs' strength and perseverance."

Let
your
Dream
BE BIGGER
than your
FEARS



drip⁷

2022

THANKS FOR LISTENING

H E A T H E R S T R A T F O R D