



Failing in the Right Direction

**Presented by
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Everybody messes up



Today's discussion

1. Thinking about failure
2. What to do when you're failing
3. Recovering and moving on
4. When you're the boss





1. Thinking about failure

Defining success

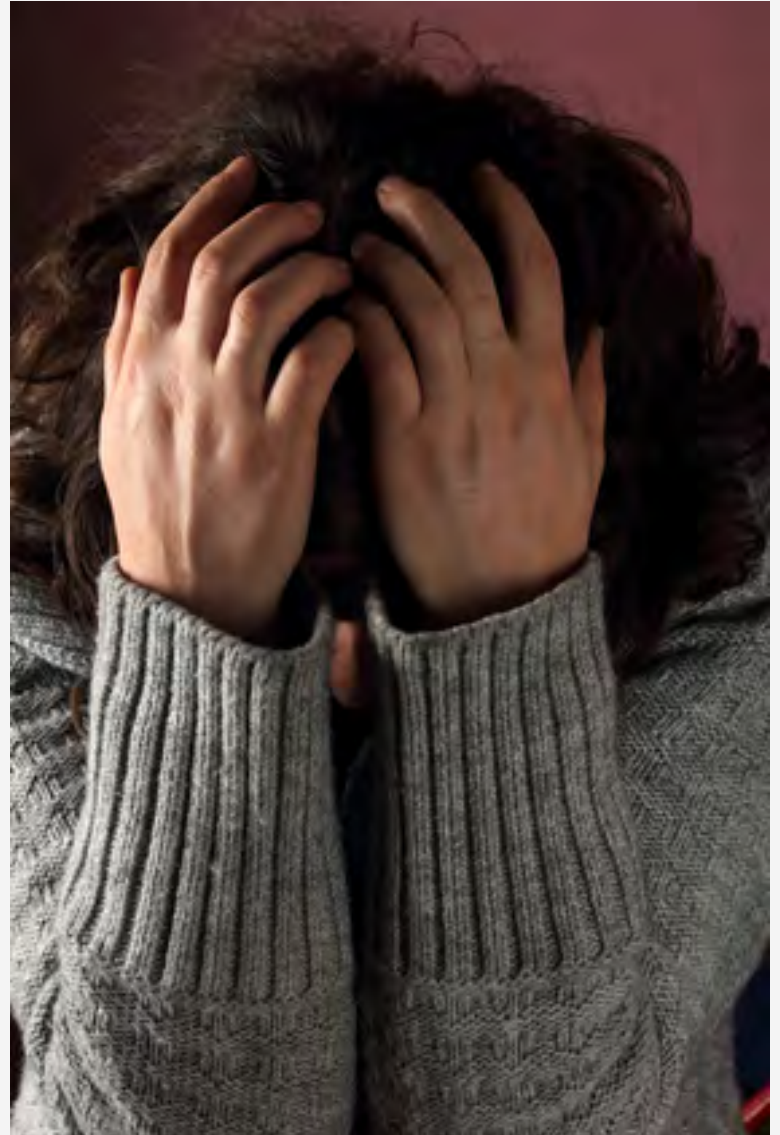


Negativity bias



How failing can feel

- Goals seem tougher
- Motivation wanes
- We become risk averse
- Creativity is limited
- We feel helpless
- **We make incorrect and damaging generalizations**





**If your experiment has failed,
does that make you a failure?**

2. What to do when you're failing





**Know that you just got
a wake-up call**



**Face
the music**

Fight the distortions

Everything I do
is wrong

**Remind yourself why you attempted
this in the first place**





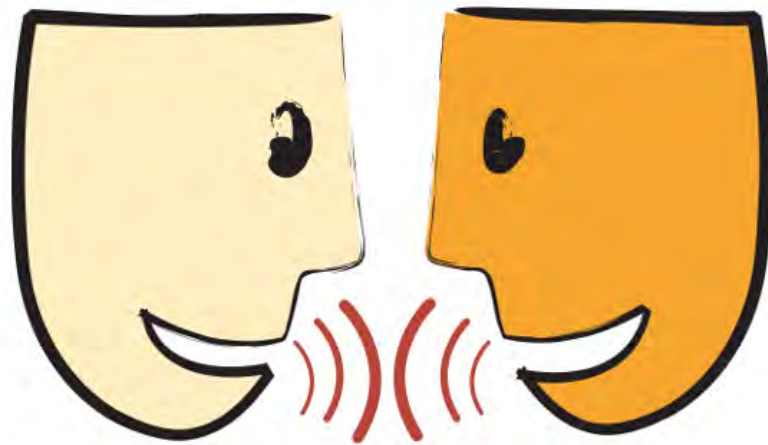
**Figure out
what went wrong**

Discover what you can do differently



Communicate the new approach

- Desired outcome – point of doing this
- What happened with the initial attempt
- What has been changed to address that
- What to expect with a retry



Then try again

PLAN:



3. Recovering and moving on

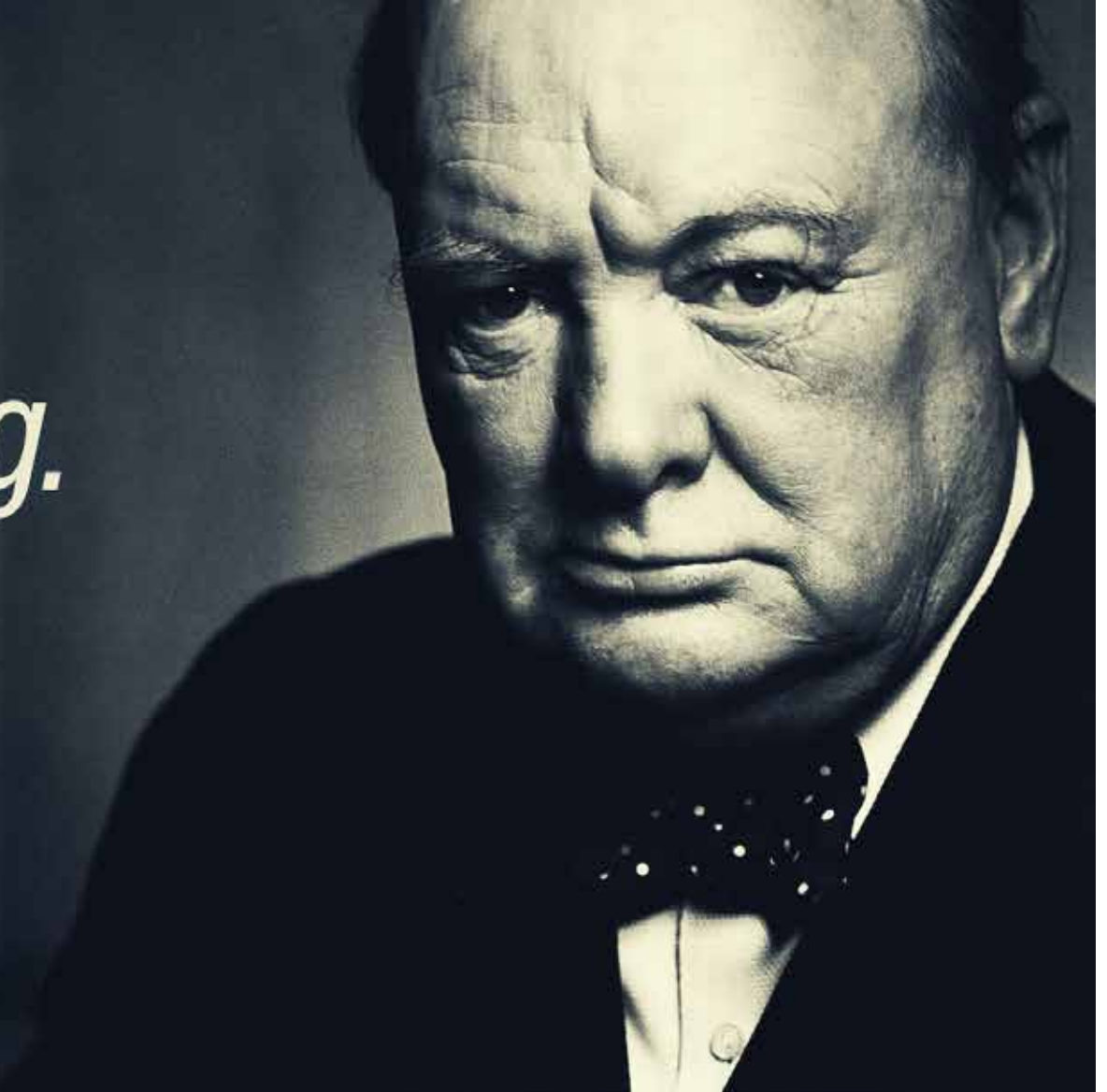


Don't wallow

If you're going through hell,

keep going.

— Winston Churchill



Go easy on the self-medication



**Reframe
the failure
as a
single incident**



**Revive your
self-worth**



Try a little dark humor



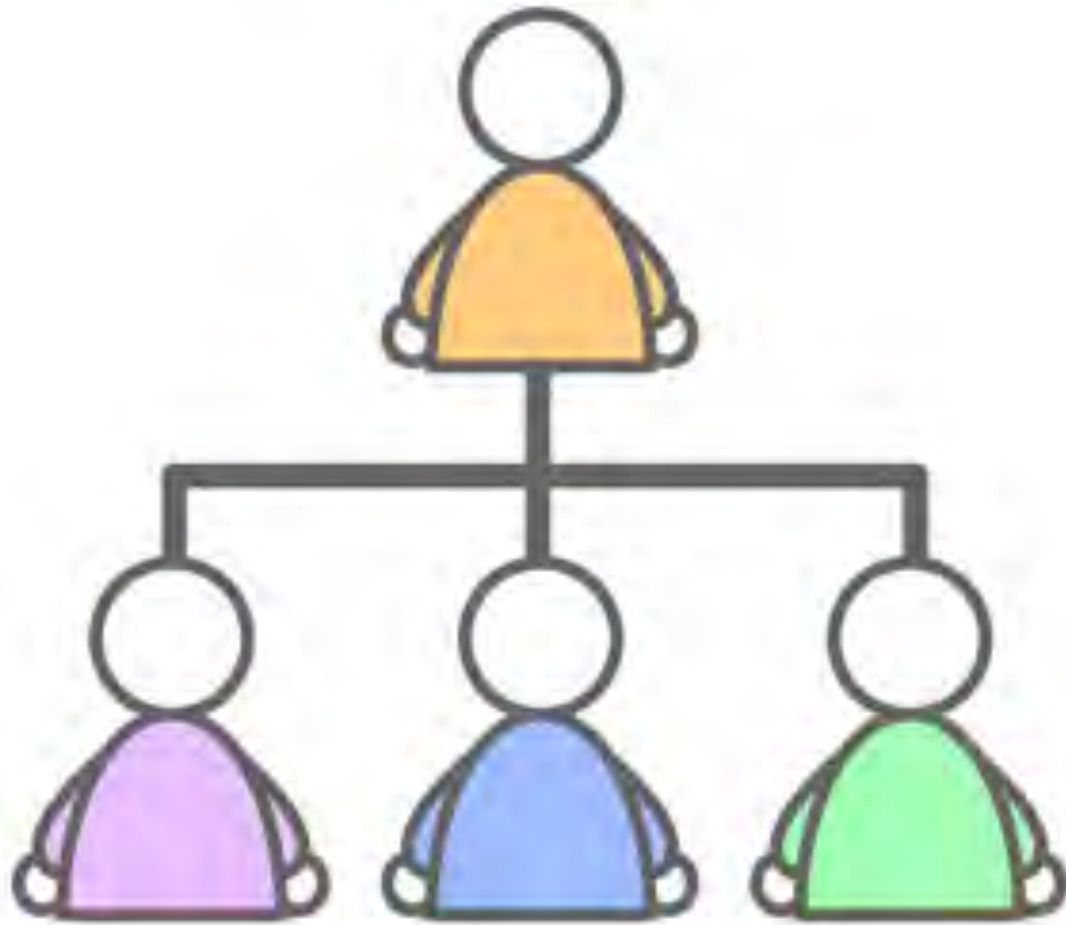
Re-engage your creativity



Continue to take calculated risks



4. When you're the boss



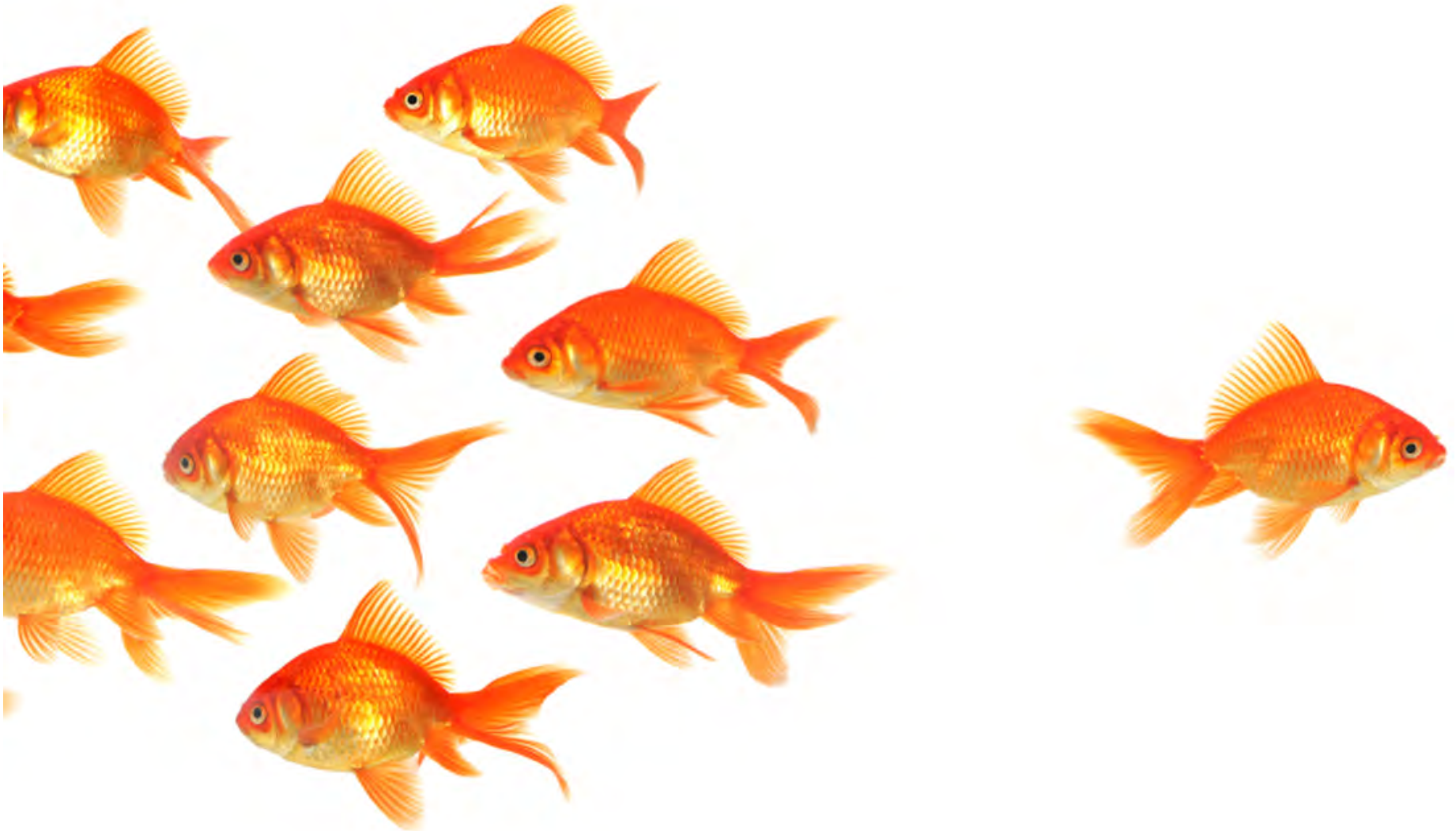
Focus on desired outcomes



Reveal your evaluation criteria



Be open to new approaches



Allow time for things to develop



Offer constructive feedback

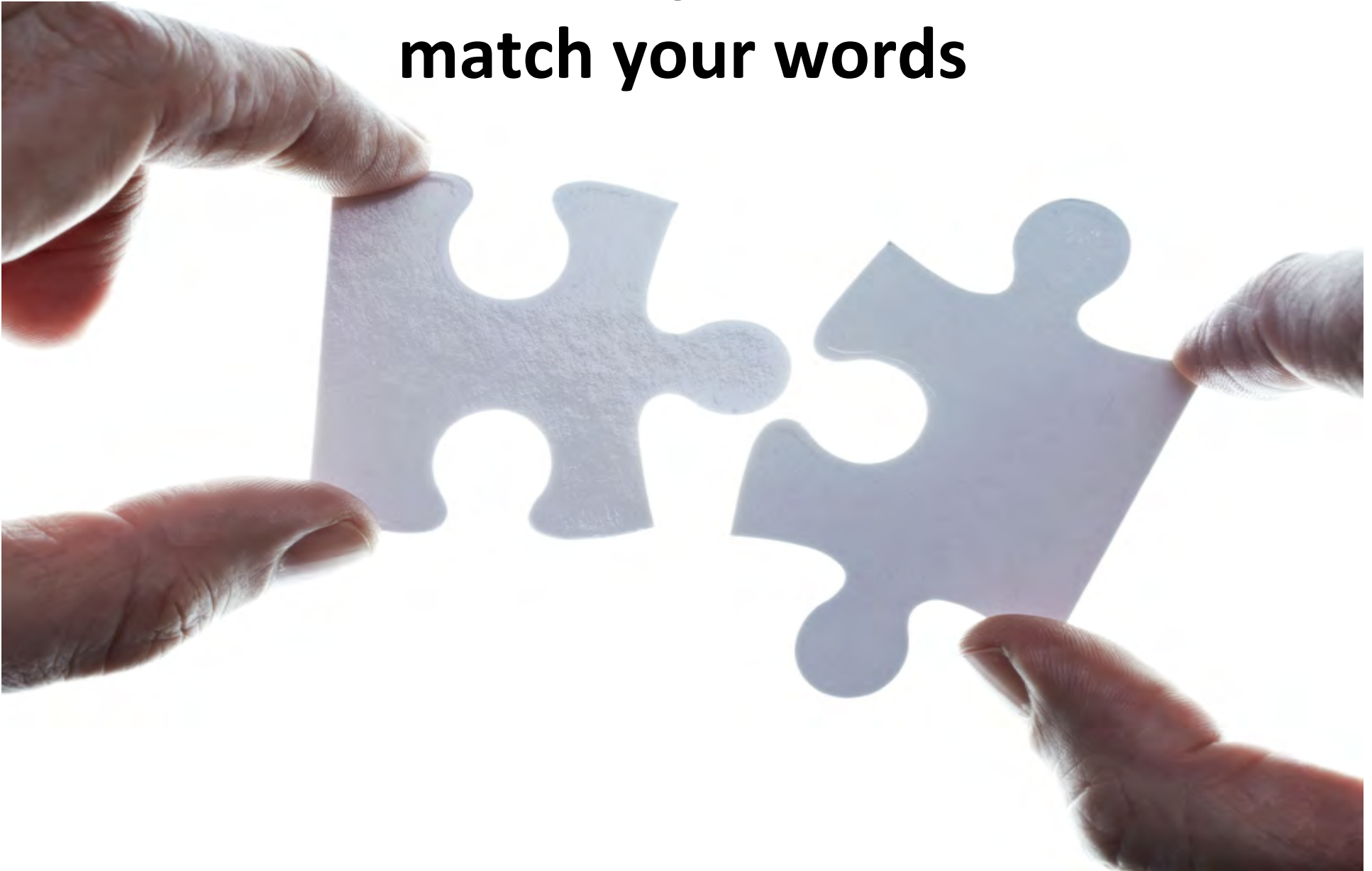
- Re-affirm the overall goal
- Point out what did work
- Discuss what didn't work
- Normalize the failure
- If you see a pattern, confront it
- Suggest specific techniques to improve performance/outcomes in the future
- Acknowledge the benefit of doing something





Help target some short-term wins

**Make sure your actions
match your words**





**Don't forget:
success
can be
stressful too!**

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**Let's continue
the
conversation...**

Photo by Martin Helmke

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