The pace of change in our world requires that we learn and adapt quickly. Intelligent Failure enables us to use our missteps as a means of accelerating our ability to learn through trial, failure, and adaptation. This resource outlines seven core tenets of this idea. Let's get started on your journey to failing intelligently!

Start ➤ Productive Conversations

NOT ALL FAILURES ARE CREATED EQUALLY
Failures range from blameworthy to praiseworthy and often change with time and perspective. We want to create space for praiseworthy failures and clarify what is blameworthy in our context.

FAILURE & YOU
We must choose to avoid our instinctive reactions -- to blame, ignore, self-criticize, or deny -- and focus instead on curiosity and appreciation for what might be learned, particularly with respect to our own role in a failure.

CAUSES AND CONSEQUENCES
Failing Intelligently means identifying the causes: what we did, or what we didn't do (watch for failures of missed opportunities!) and the consequences: the losses and gains, often fluid with time.

Add ▶ Skills for Failing Well

**PRACTICE 'WHY'**
Failing Intelligently requires us assess the root causes: push yourself to look for trends, norms, assumptions, and systemic factors that lead you here. Best practice? Ask yourself 'why' five times.

**TALK ABOUT IT**
It's important to find ways to share your reflections on what happened, and what you learned. You may find you learn even more, or help another uncover deeper learning.

**GET TO KNOW YOUR EGO**
To truly maximize learning, we must learn to separate our sense of self from a failure. Remind yourself to let go of dwelling on your mistakes and to listen openly to others.

Add ▶ Organizational Change

**EMBED THE PRACTICE**
Discuss failures at weekly meetings; look at learning and adaptation in performance reviews; publish a Failure Report. Make practicing Intelligent Failure part of your business.

**TAKE RISKS; TRY NEW THINGS**
We must keep innovating to stay relevant and sustainable amidst external influences and disruption. Intelligent Failure is about knowing how much risk is viable in the pursuit of innovation -- and what the goal of that innovation effort is.