

John Danner · Mark Coopersmith

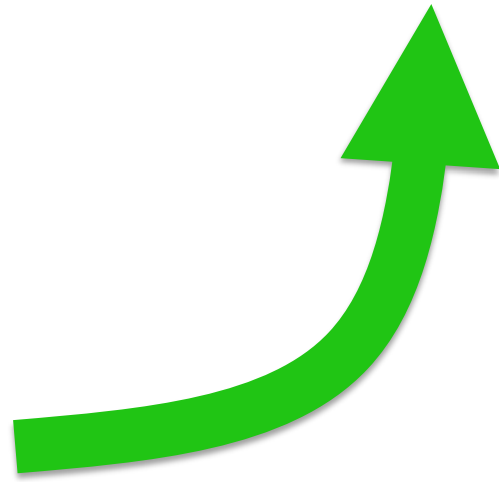
How Smart Leaders, Teams, and
Entrepreneurs Put **Failure to Work**

The Other

“**F**”

F
Word

WILEY



patents that make no \$

99%

new products that bomb

95%

New Year's resolutions
Not!

88%

VC-funded startups –
no money back

75%

startup deaths in
1st 18 months

70%

major IT projects
fail to deliver

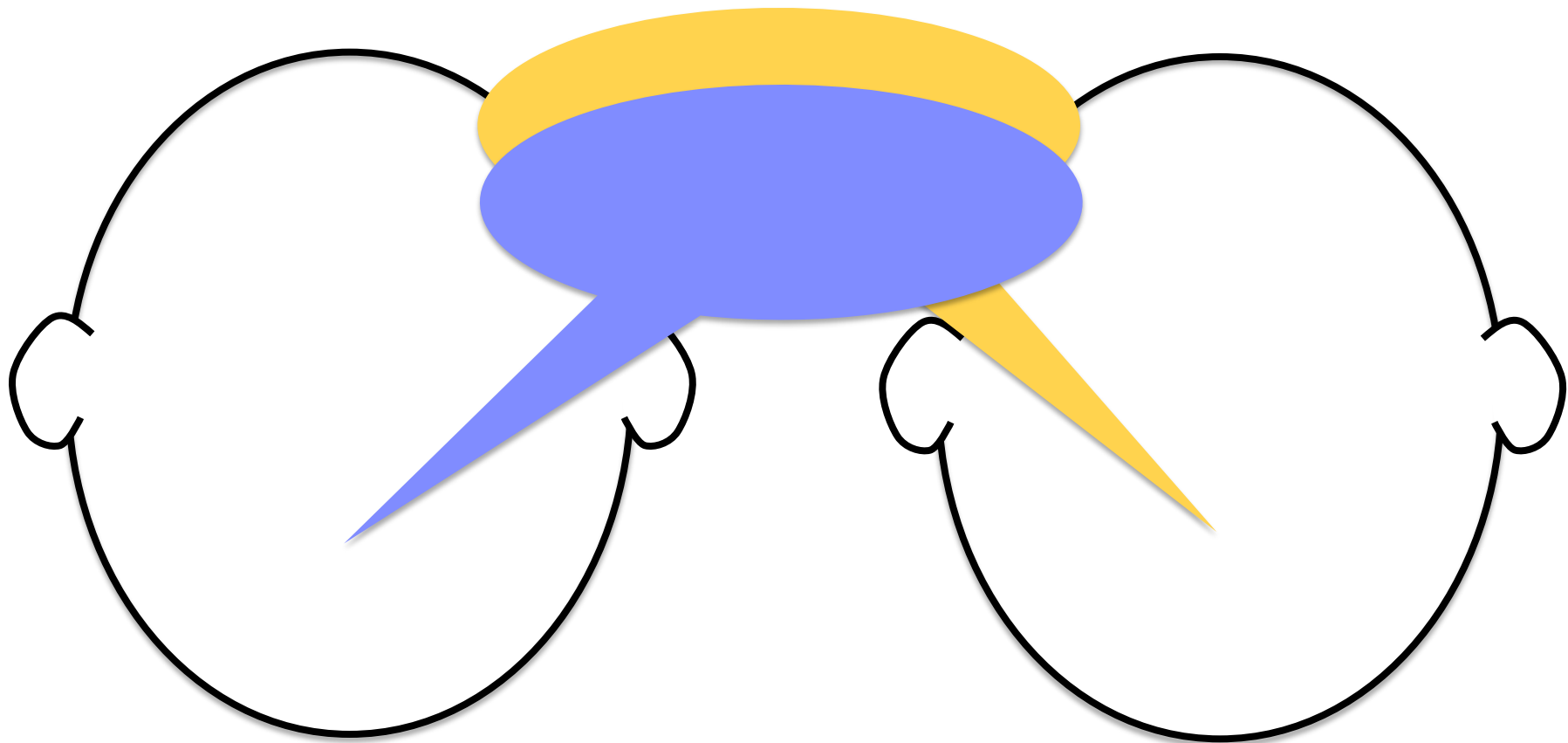
68%

MJ missed
field goals

52%



SNAFU



“Your screw-up
became my start-up

”

. . .

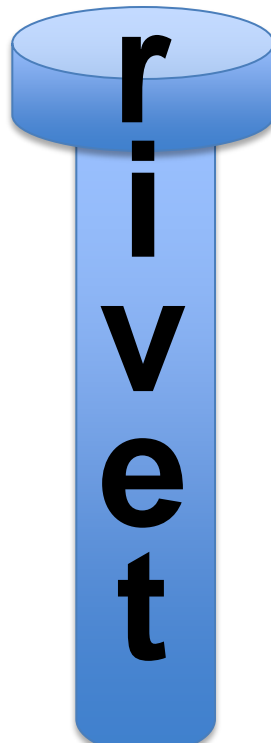
“ . . . and my start-up
will screw up
before it grows up!”



pivot



pivot





WD-39

Multi-Use Product

- **Stops Squeaks**
- **Removes & Protects**
- **Loosens Rusted Parts**
- **Frees Sticky Mechanisms**
- **Drives Out Moisture**

DANGER: FLAMMABLE. CONTENTS UNDER PRESSURE. HARMFUL OR FATAL IF SWALLOWED.

**KEEP OUT OF REACH OF CHILDREN.
SEE OTHER CAUTIONS ON BACK.**

NET WEIGHT 5.5 OZ./155g



WD-40

Multi-Use Product

- **Stops Squeaks**
- **Removes & Protects**
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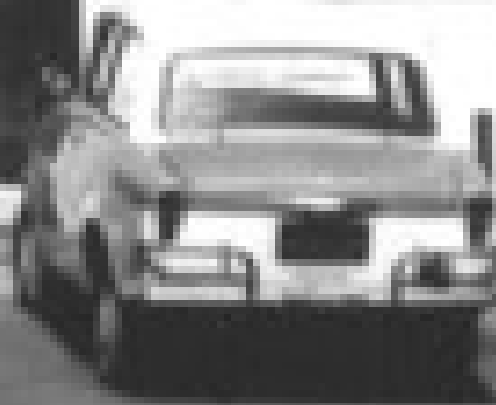
**KEEP OUT OF REACH OF CHILDREN.
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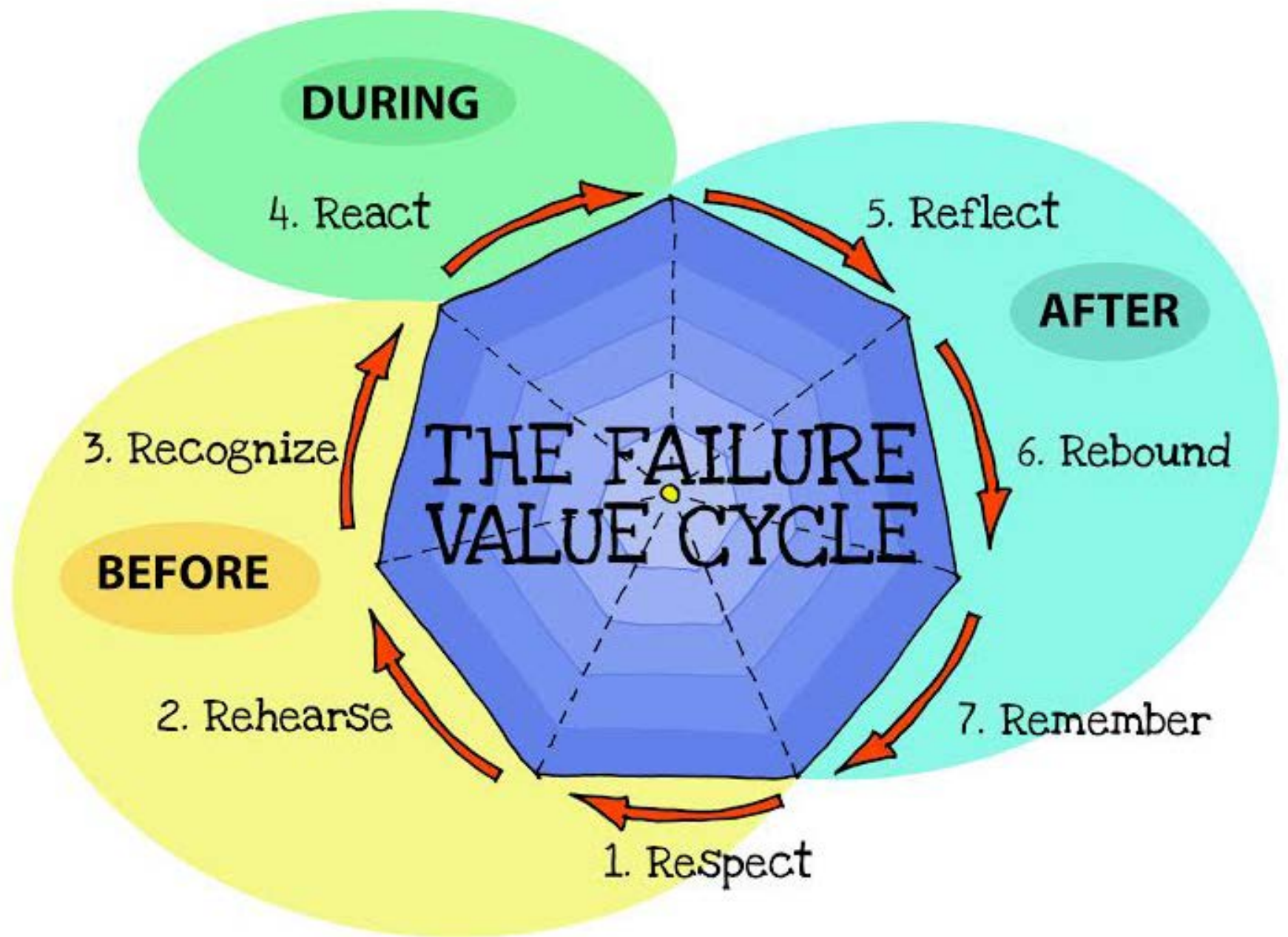
NET WEIGHT 5.5 OZ./155g

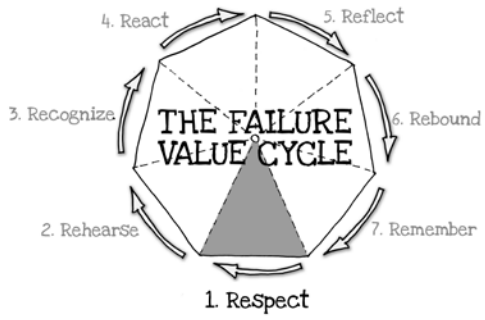
ROCKET CHEMICAL CO. INC.

CORROSION CONTROL

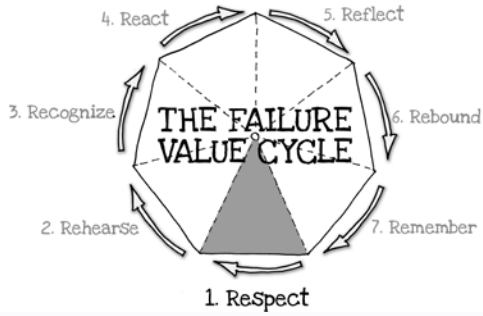
OFFICE







Google™



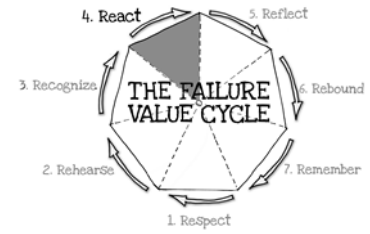
Biggest Tech Company Ever

Alphabet Inc.



is for Google

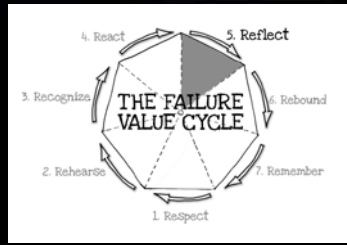


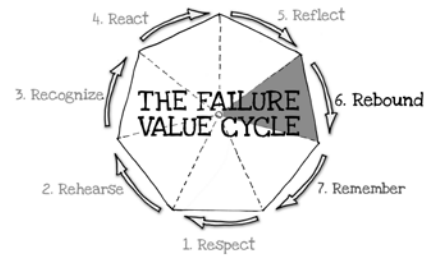


NETFLIX



0:00





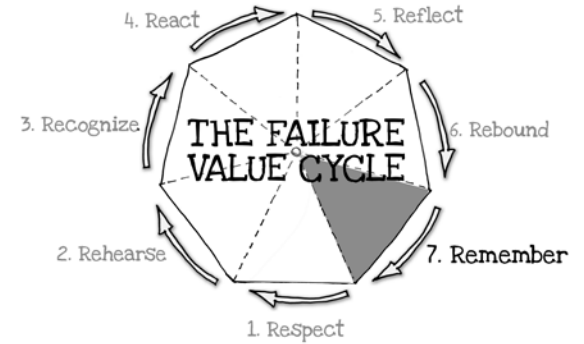
MARVEL COMICS

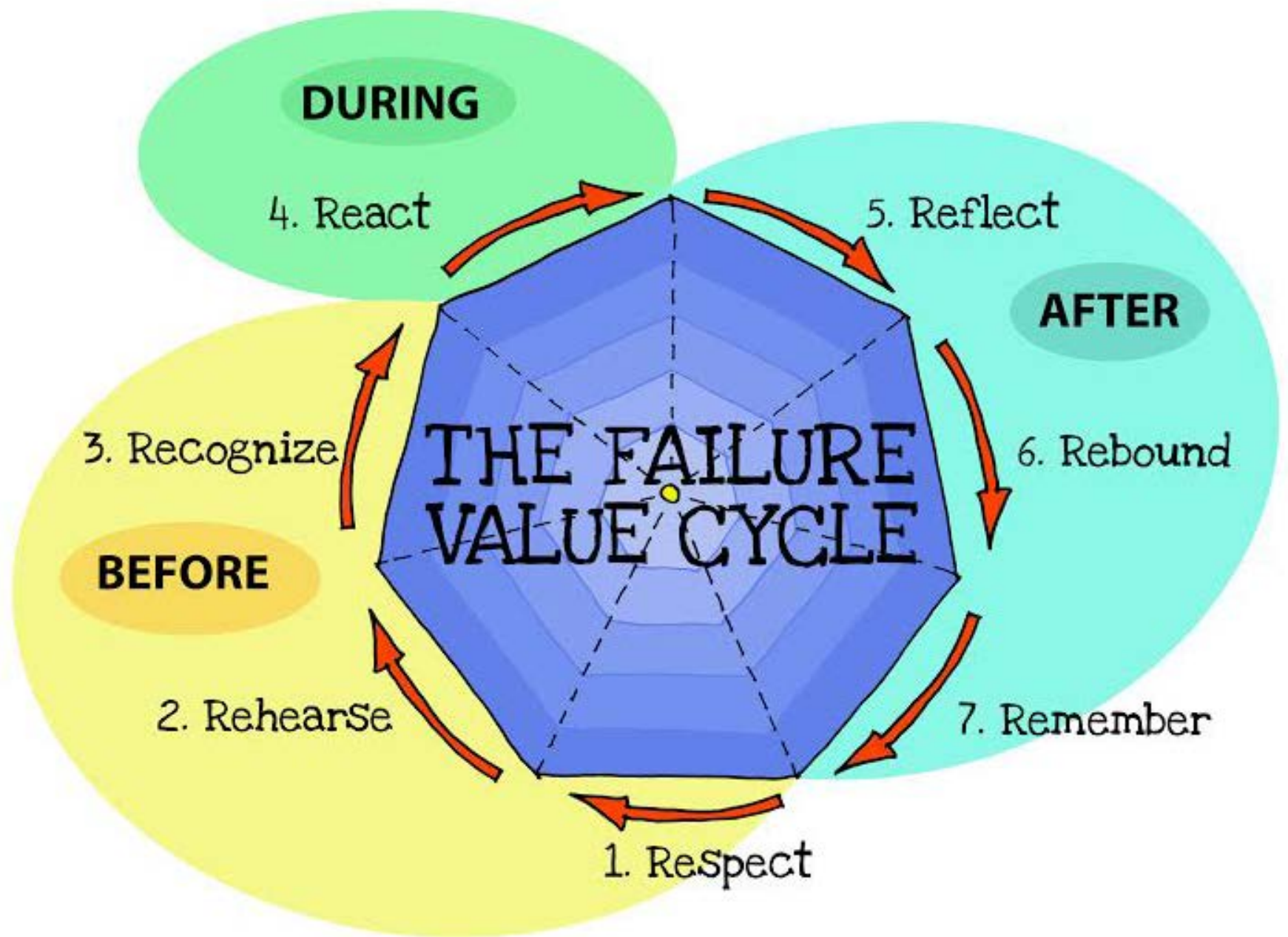
1. words

2. questions

3. stories

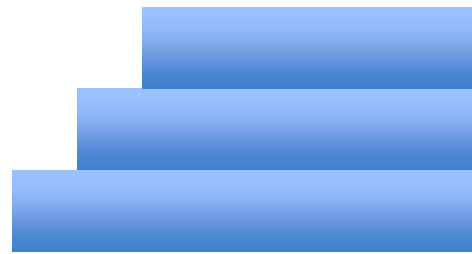
4. relics





1.

f F f f



Think about your portfolio of
“failure zones”

2.

Apply
The
“Un-Golden
Rule”

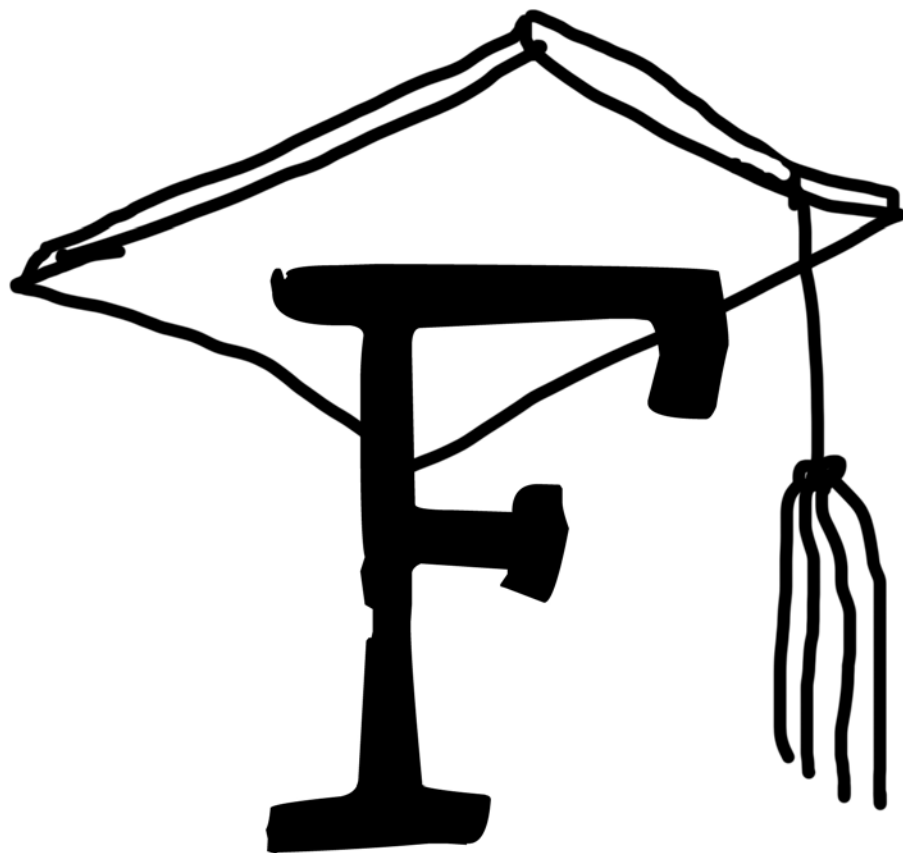


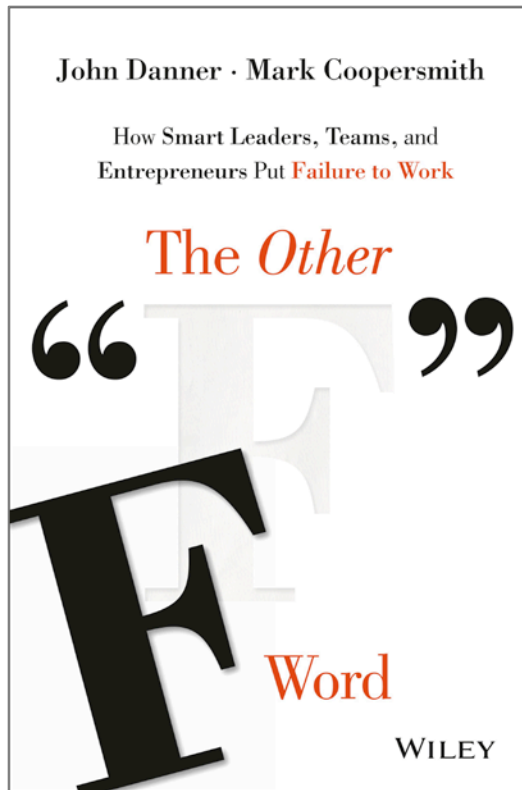
3.

Don't (always) think
like an MBA.



“experiment”





Get a free excerpt and a copy of the Failure Value Cycle Report Card at:

www.theotherwordbook.com



@MarkCoopersmith