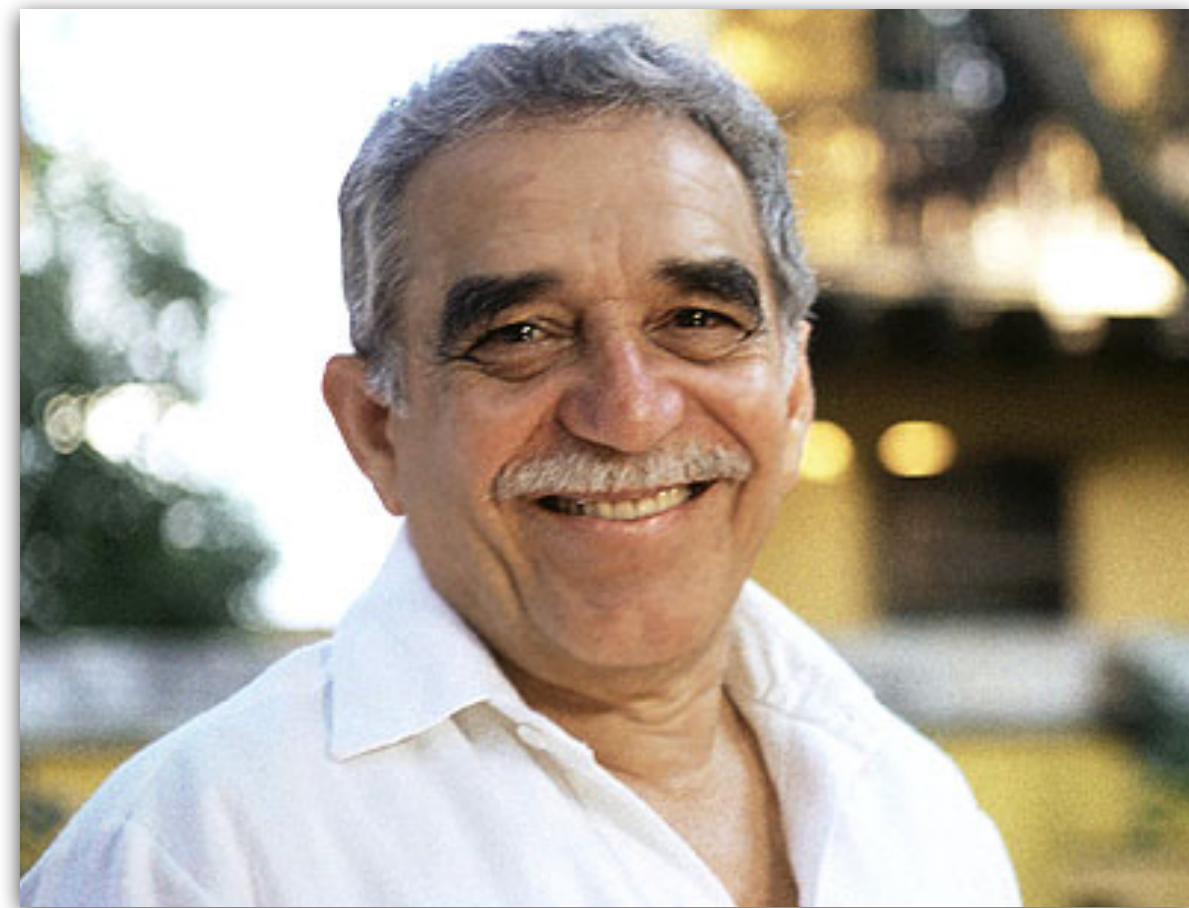
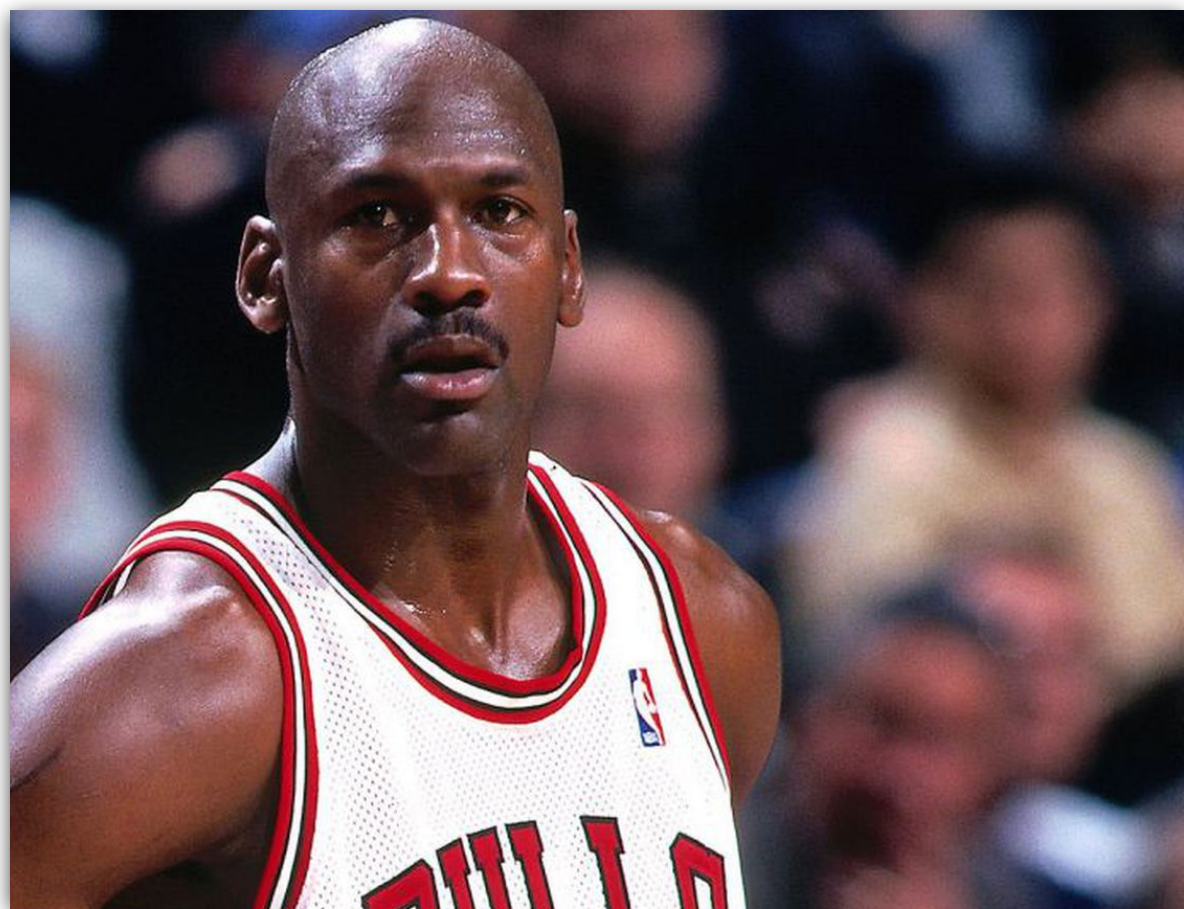
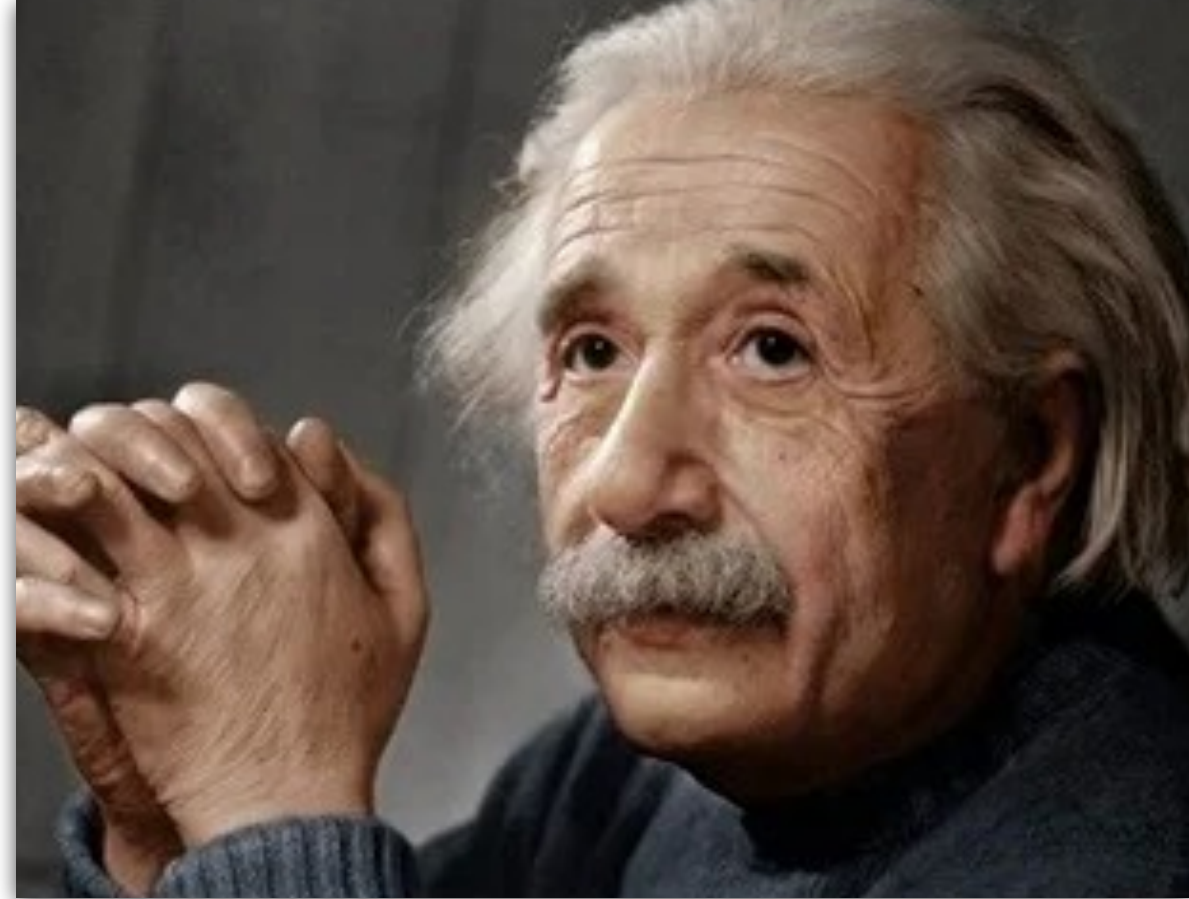


# THE POWER OF FAILURE:

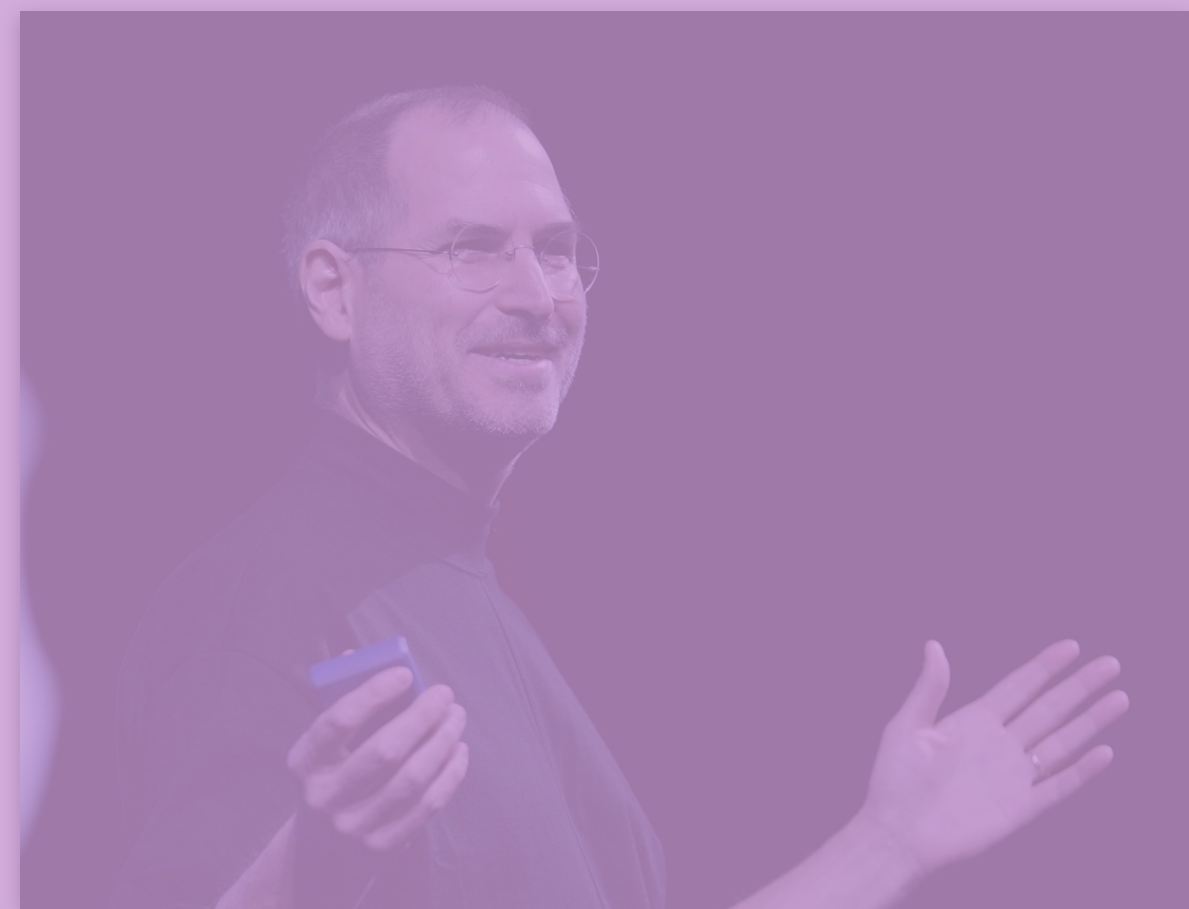
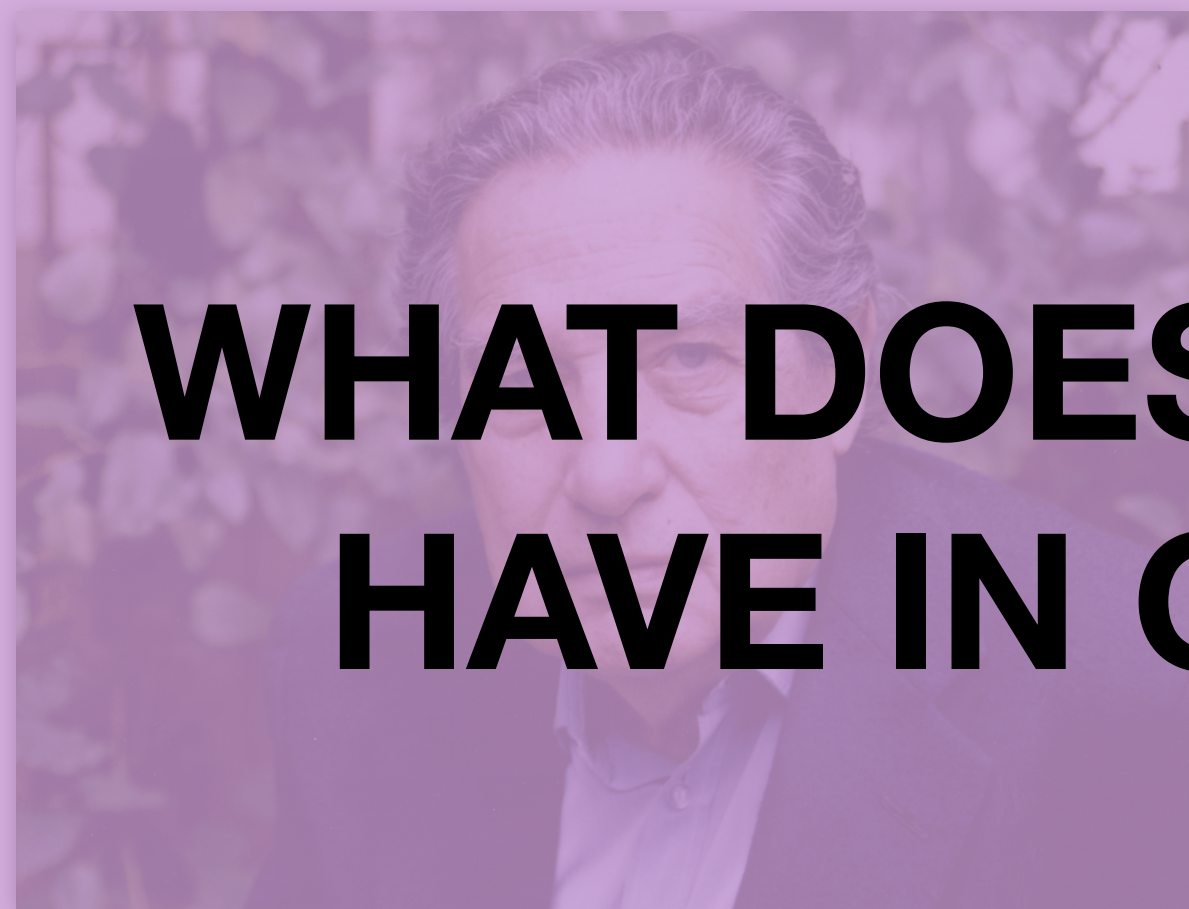
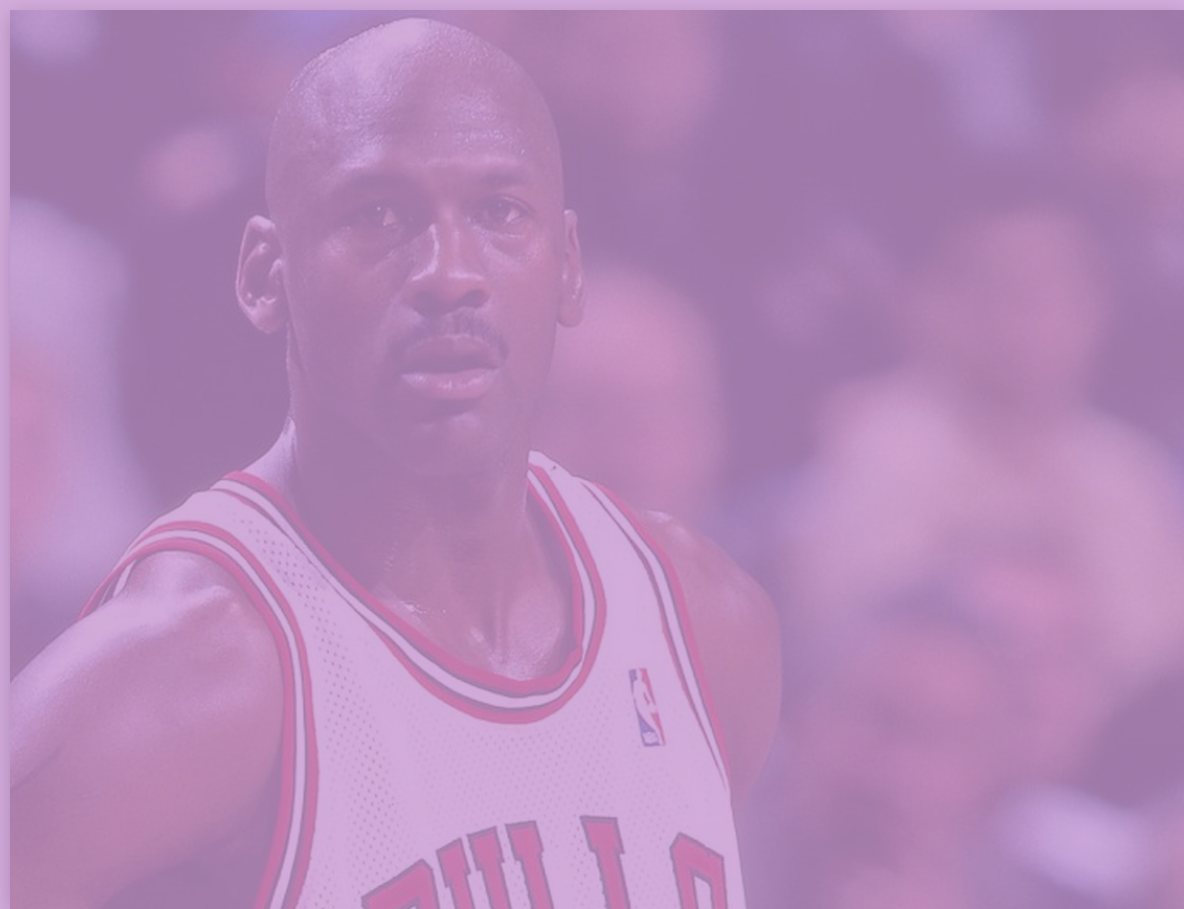
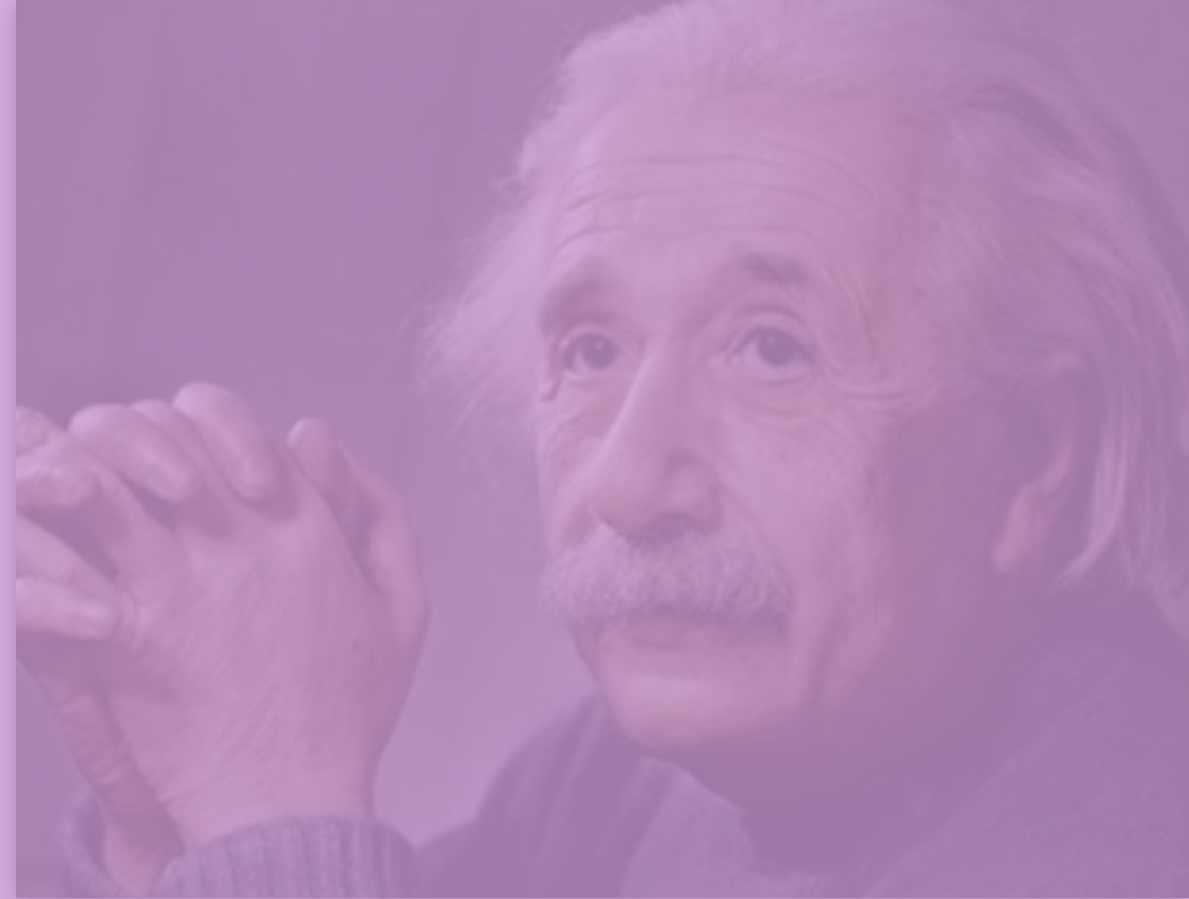
## Using Setbacks as a Springboard for Success

Ethan Parry, UX Researcher & Designer  
January 26, 2023 | Design Matters 23 | Ciudad de México





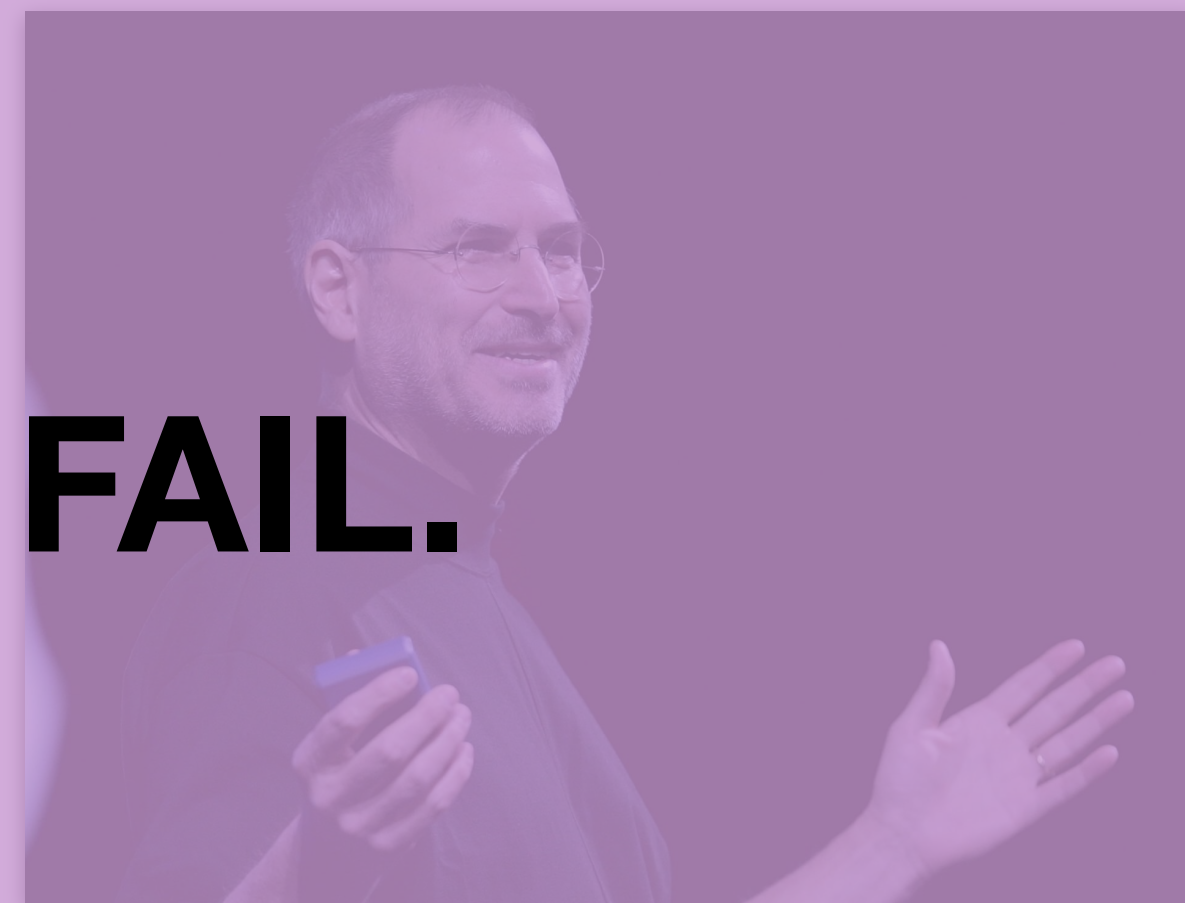
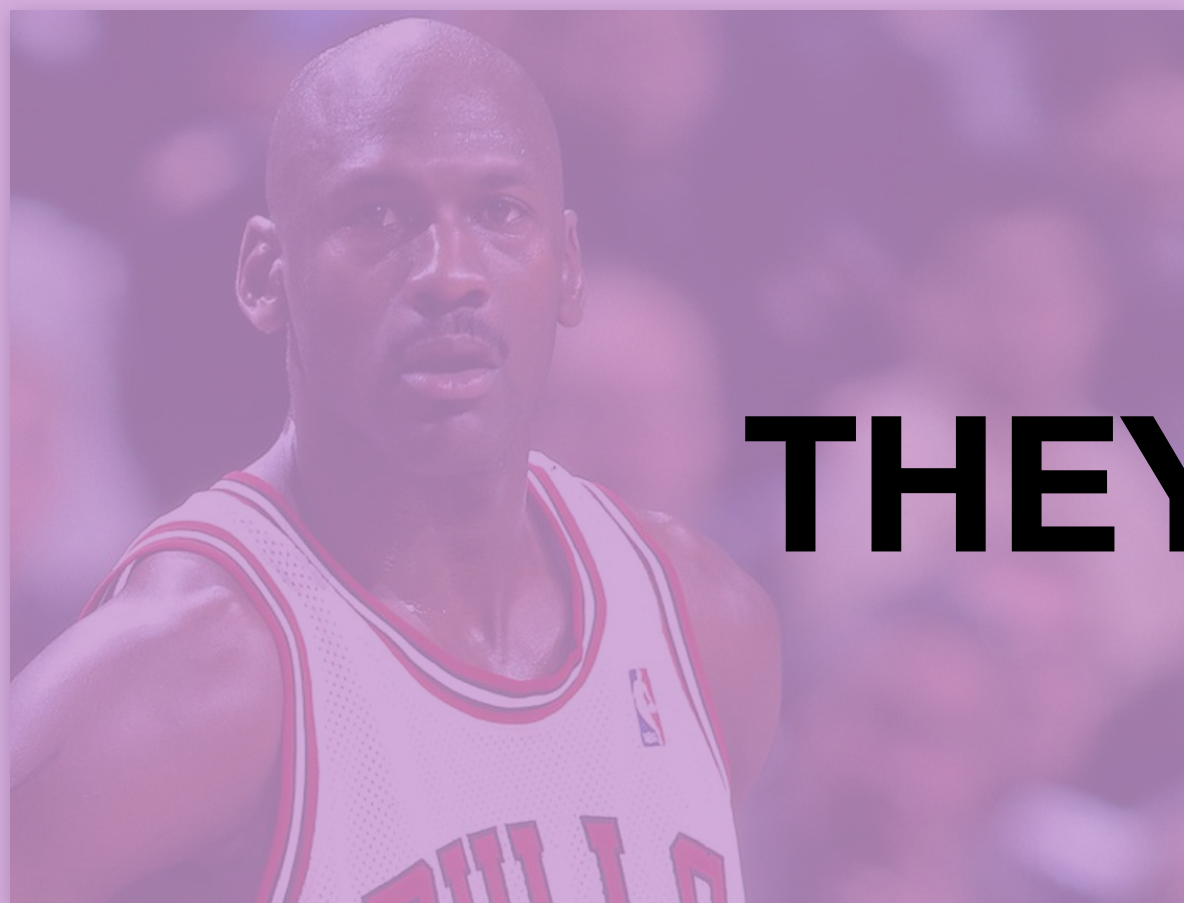
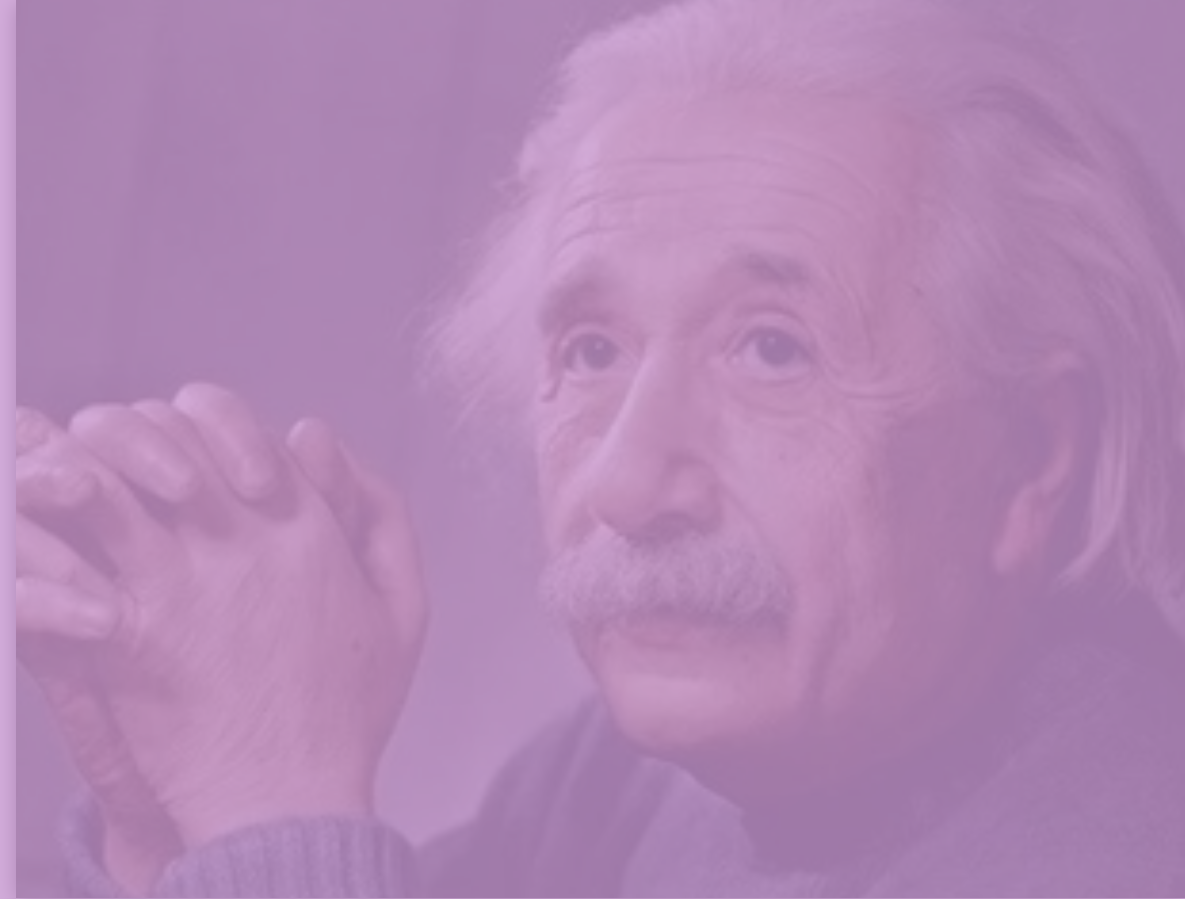




**WHAT DOES EVERYONE  
HAVE IN COMMON?**



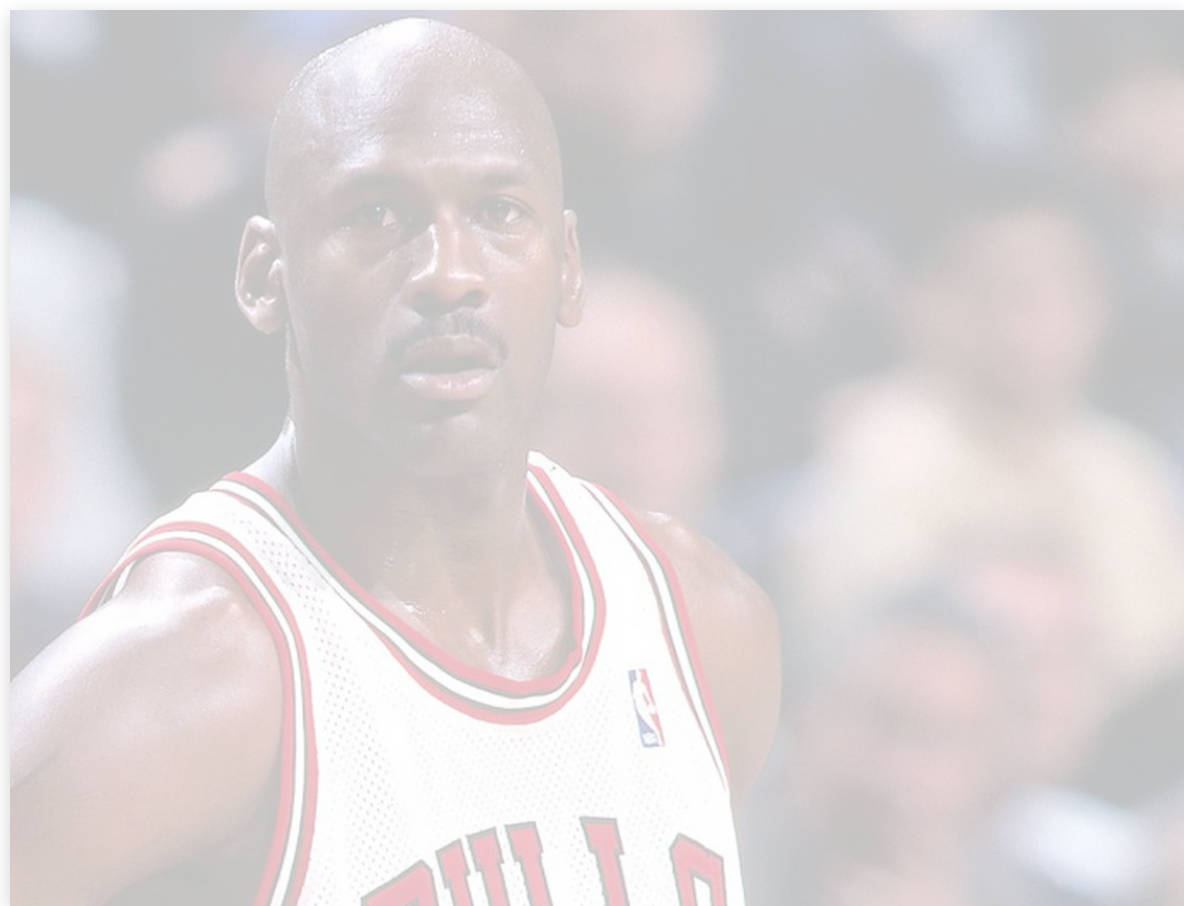
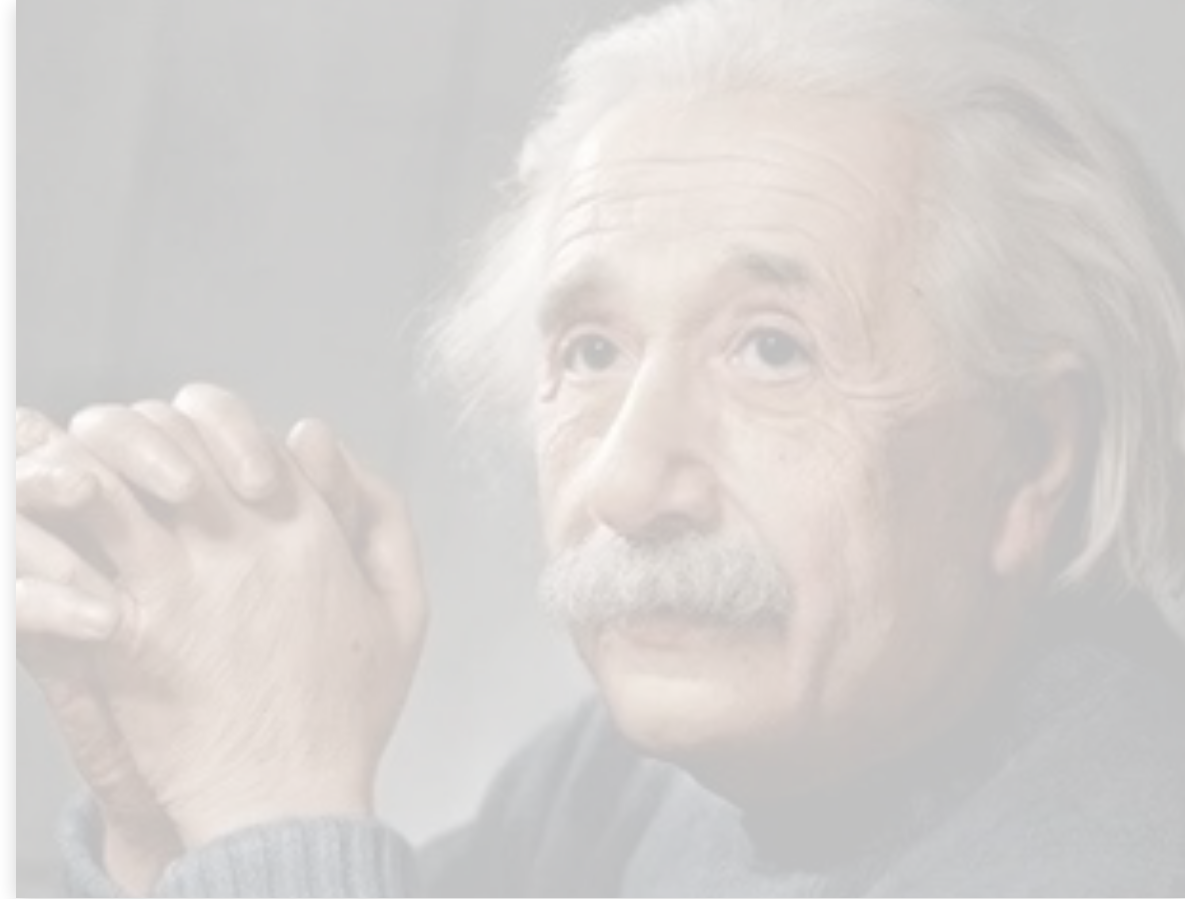




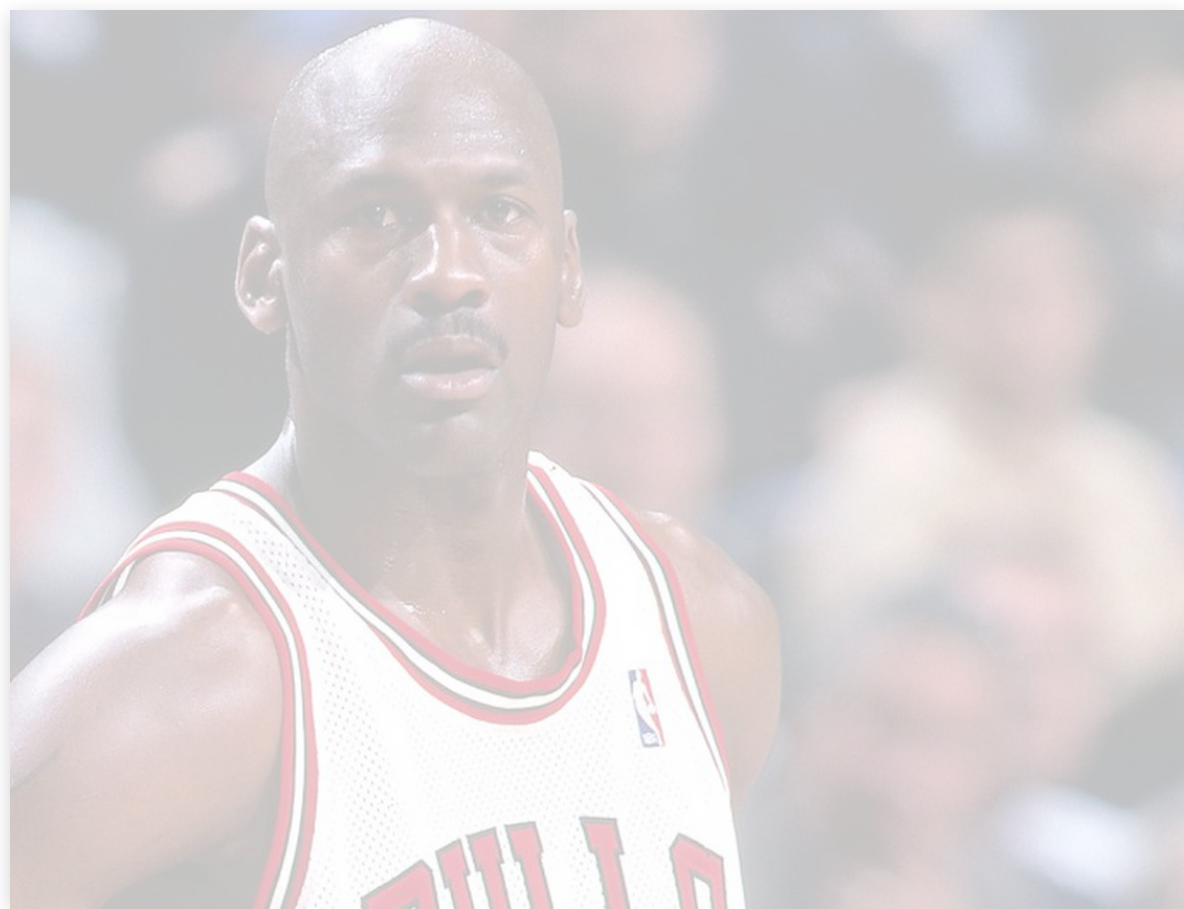
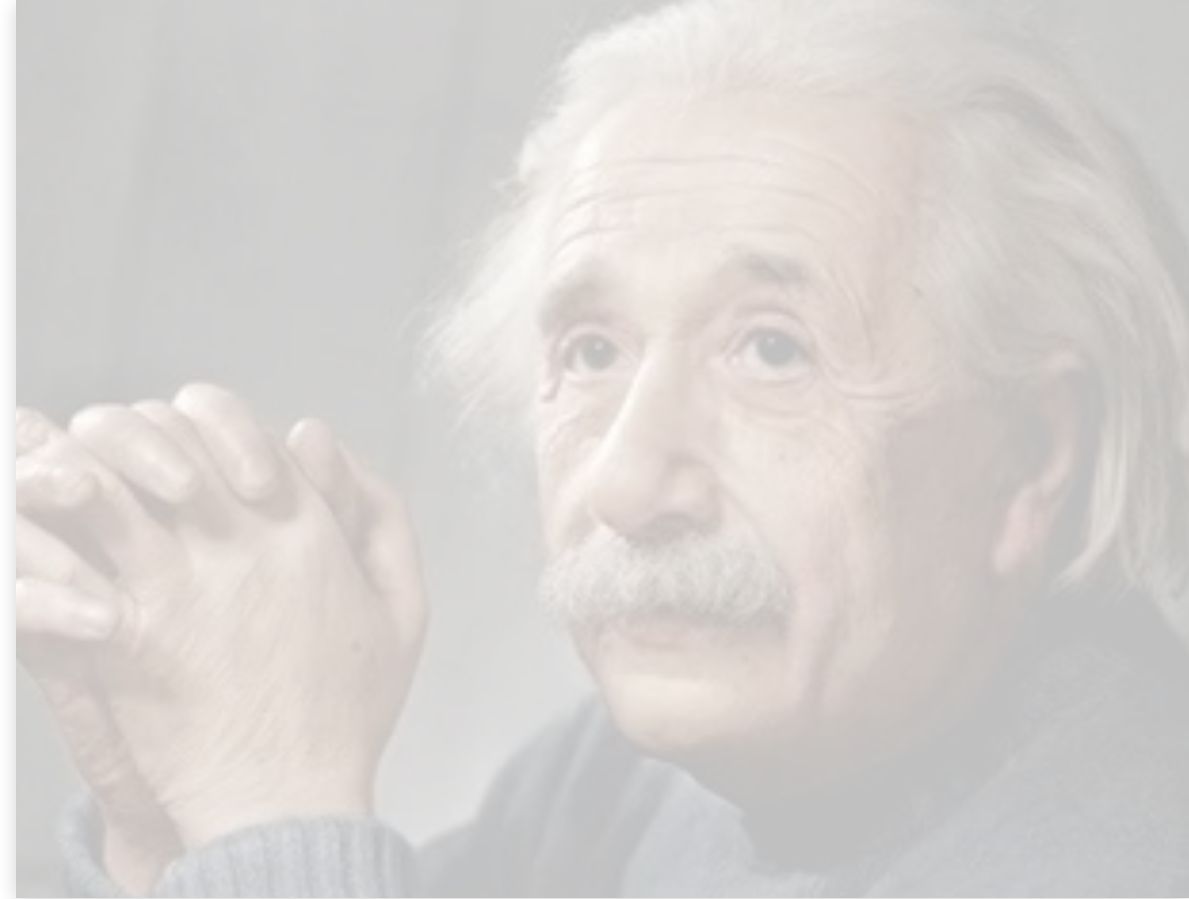
**THEY WERE ALL "DESTINED" TO FAIL.**



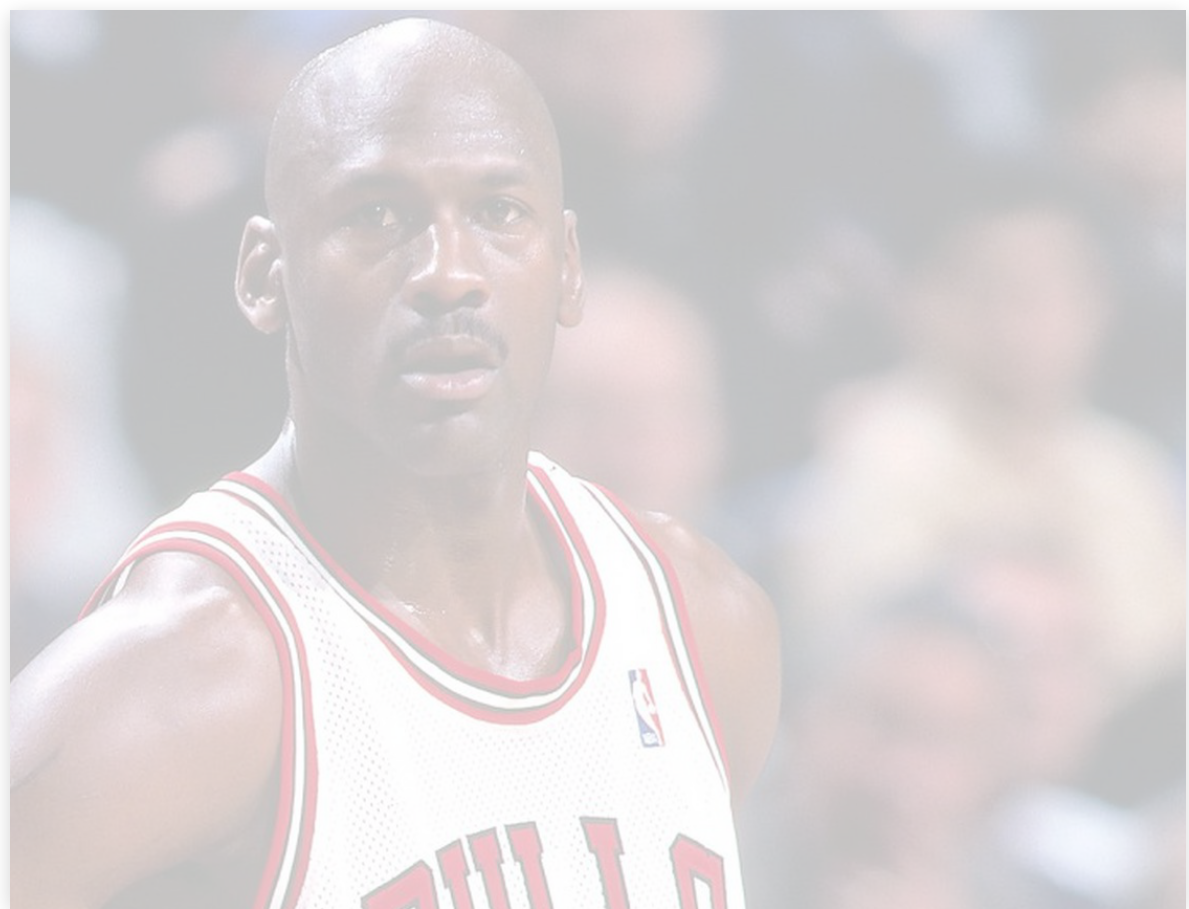
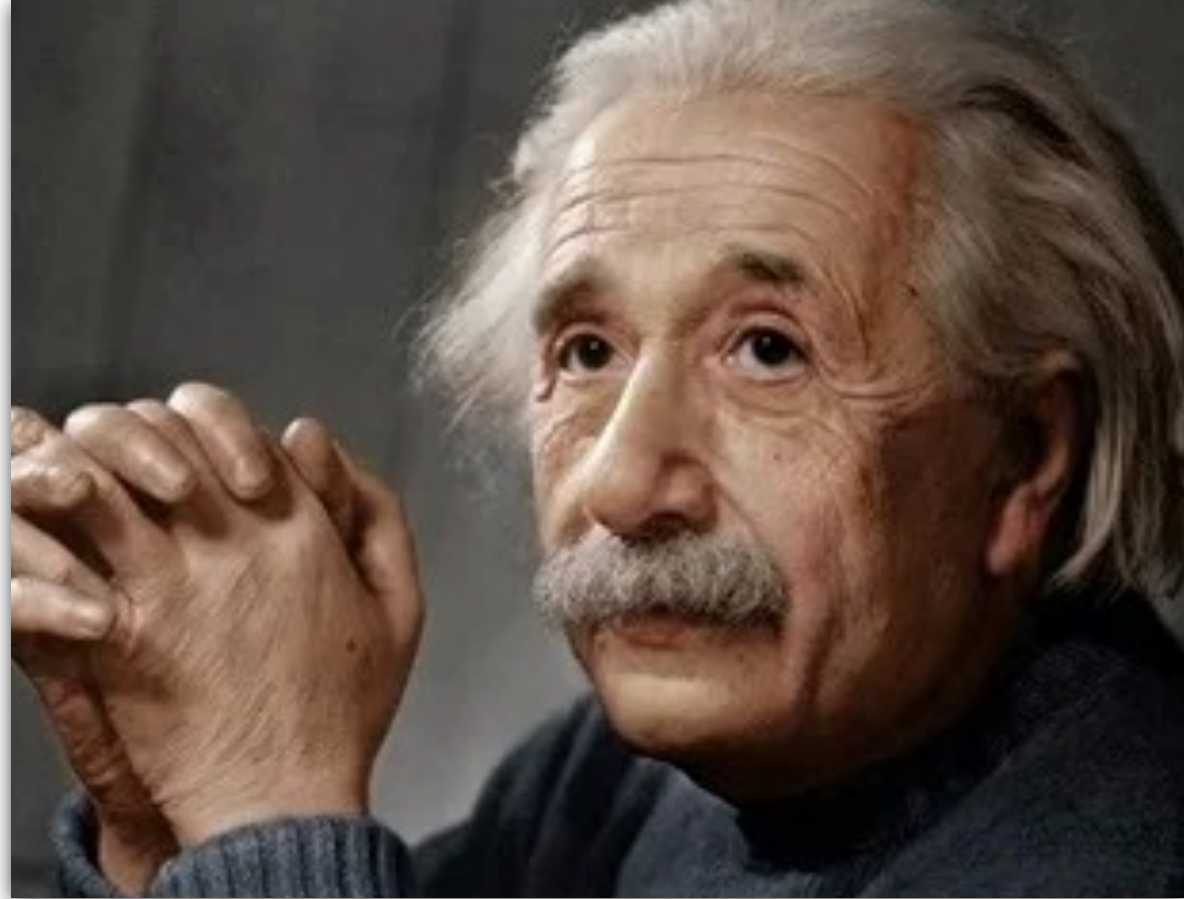












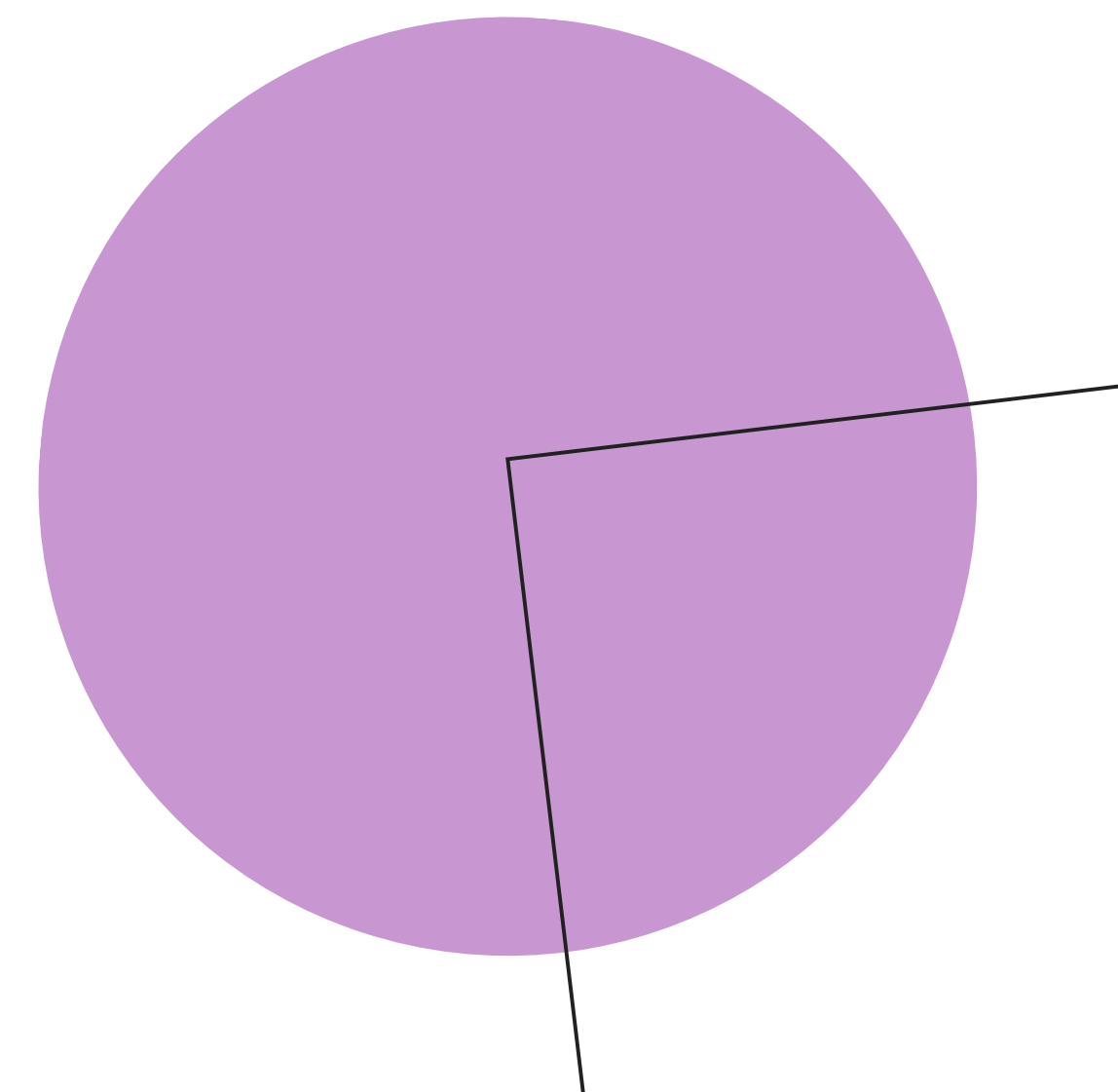


# AGENDA

**01** Stigma around failure.

**02** Failure's positive side.

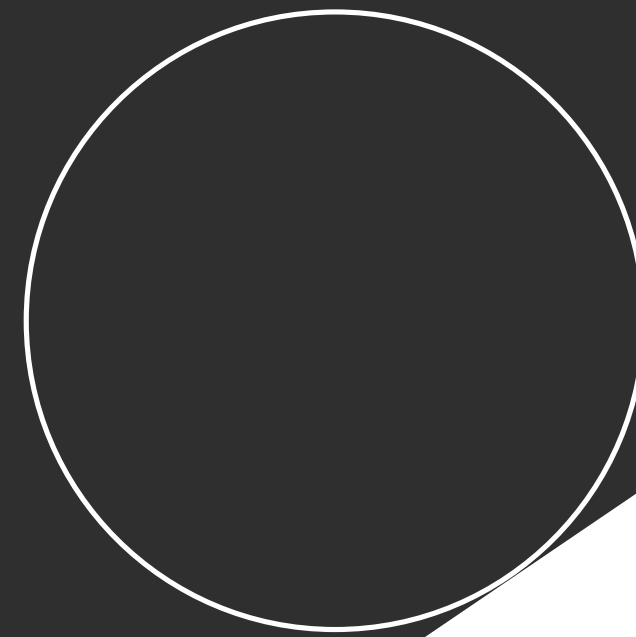
**03** Refining our mindset.





01

**STIGMA OF FAILURE**









**IS FAILURE & MAKING MISTAKES  
THE SAME THING?**





**NOPE.**



**FAILURE:** THE INABILITY TO  
ACHIEVE A GOAL.



**MISTAKE:** AN ACTION OR DECISION THAT  
PRODUCES A LESS-THAN-OPTIMAL  
RESULT.



**TIME CONSTRAINTS. LIMITED BUDGET. LACK  
CLEAR PROJECT SCOPE. LIMITED FEEDBACK  
COMMUNICATION WITH STAKEHOLDERS. LIMITED  
RESOURCES. DIFFICULTY IN BALANCING  
CREATIVITY AND FUNCTIONALITY. NOT UNDERSTANDING  
AND ADDRESSING USER NEEDS. KEEPING  
UP WITH DESIGN TRENDS. NOT COLLABORATING  
WITH OTHERS. PITCHES LOST. CLIENTS  
DECIDE TO PULL THE PROJECT. PRODUCT  
LAUNCHES WITHOUT FIT VALIDATION.**



**TIME CONSTRAINTS. LIMITED BUDGET. LACK  
CLEAR PROJECT SCOPE. LIMITED FEEDBACK  
COMMUNICATION WITH STAKEHOLDERS. LIMITED  
RESOURCES. DIFFICULTY IN BALANCING**

**THESE CHALLENGES, IF NOT ATTENDED TO,  
CAN LEAD TO MISTAKES.**

**WITH OTHERS. PITCHES LOST. CLIENTS  
DECIDE TO PULL THE PROJECT. PRODUCT  
LAUNCHES WITHOUT FIT VALIDATION.**



# HOW DO WE RESPOND TO FAILURE?





# THE SOUR GRAPE EFFECT





**THE OSTRICH EFFECT**

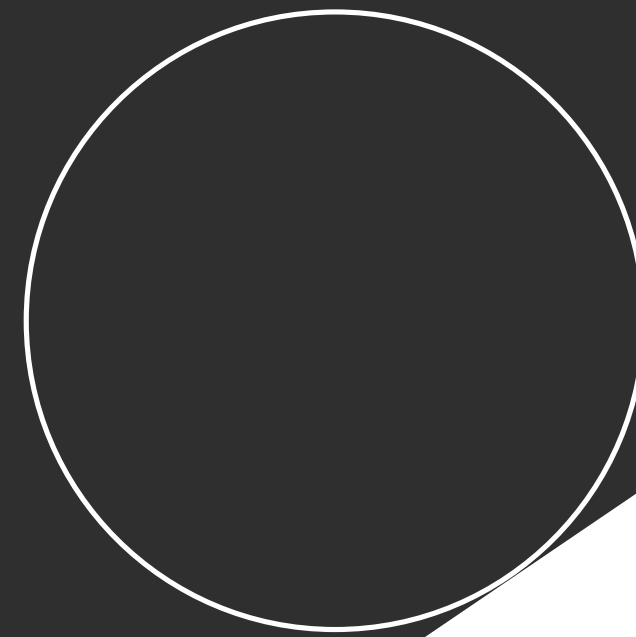






02

**FAILURE'S POSITIVE SIDE**

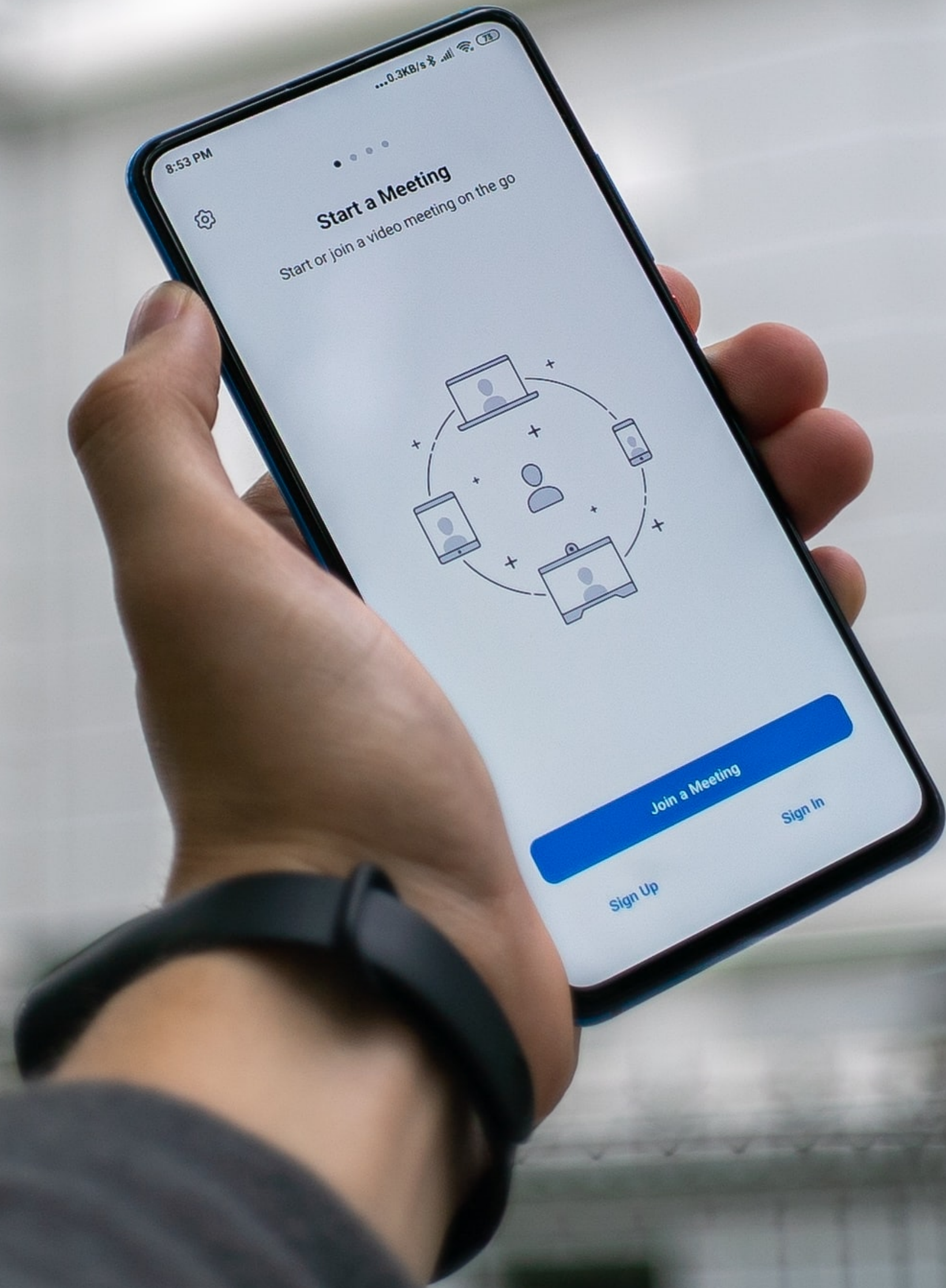




# FAILURE CAN HELP YOU:

- Foster creativity.
- Learn who to trust.
- Listen to yourself.
- Become more resilient.
- Know what to do next time.





8:53 PM



### Start a Meeting

Start or join a video meeting on the go



Join a Meeting

Sign Up

Sign In





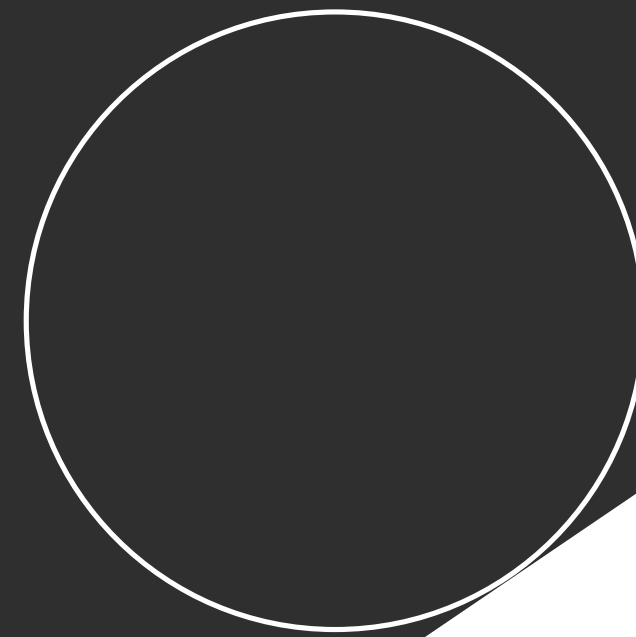
Google

Your account has been  
disabled



03

**REFRAMING OUR MINDSET**







**FAILURE**



**LEARNING  
OPPORTUNITY**





**PERSONAL**



**ORGANIZATIONAL**





# "THE PROCESS"

- 1 Assess where you're at.
- 2 Practice embracing failure as a path to success.

**PERSONAL**

@ethandparry | @todo.se.disena



# 1. ASSESS WHERE YOU'RE AT.

- Perfection

- Distraction

- Isolation

- Caution



Excuses used to avoid failure.



## 2. EMBRACING FAILURE

- Failure is inevitable.
- Failure is how you interpret it.
- The path of failure is a spiral.
- Failure is wisdom.
- Failure pushes the limit of possibility.



**HOW DO WE CULTIVATE A CULTURE  
WHERE IT'S OK FOR DESIGNERS  
TO MAKE MISTAKES?**



# CULTIVATE A CULTURE OF MAKING MISTAKES

- 1 Design critiques.
- 2 Time to reflect.
- 3 Shared understanding.
- 4 Be accountable.





# CULTIVATE A CULTURE OF MAKING MISTAKES

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TODO SE  
**DISEÑA**



**PROFESSIONAL**



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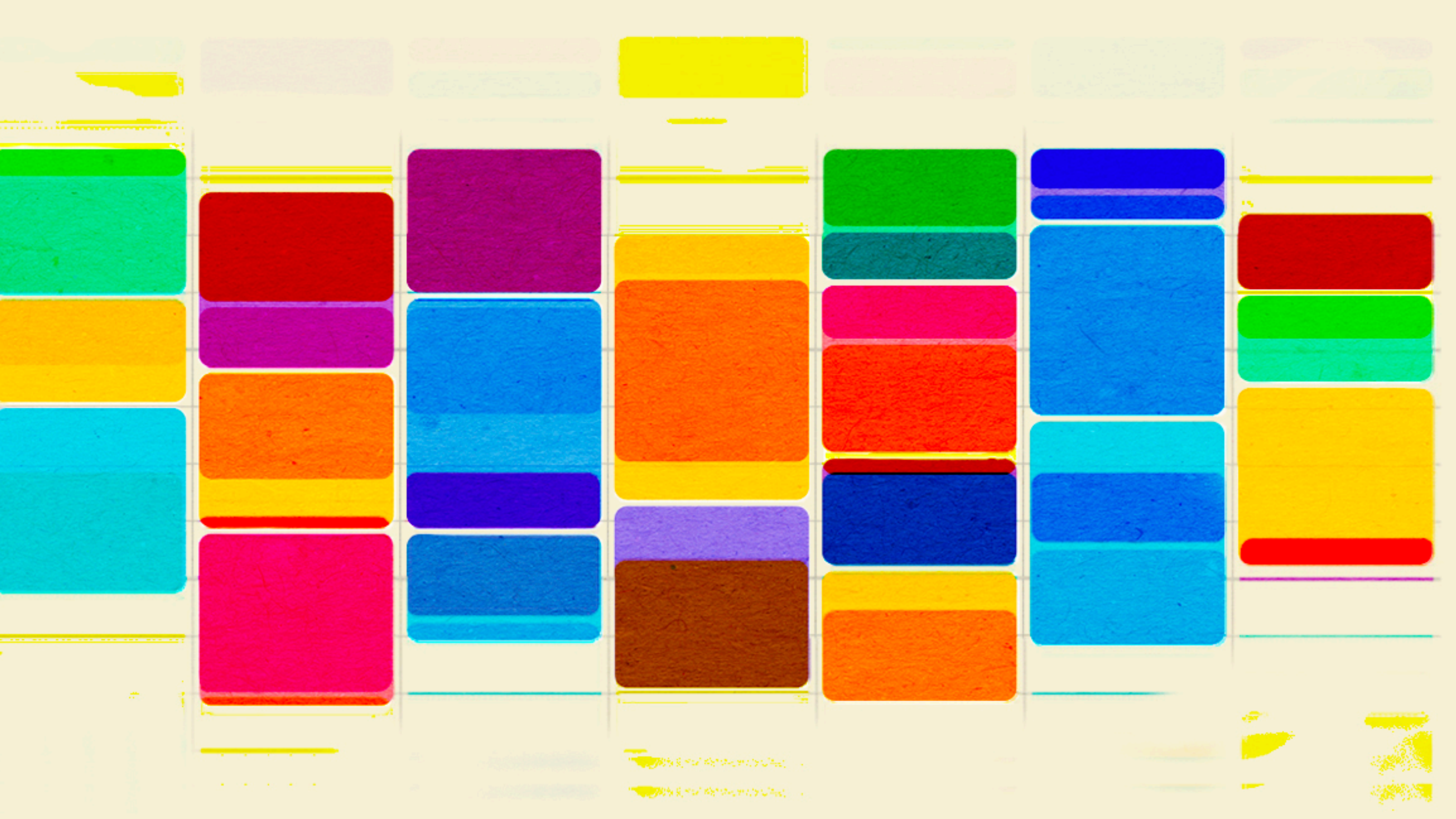
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**PROFESSIONAL**



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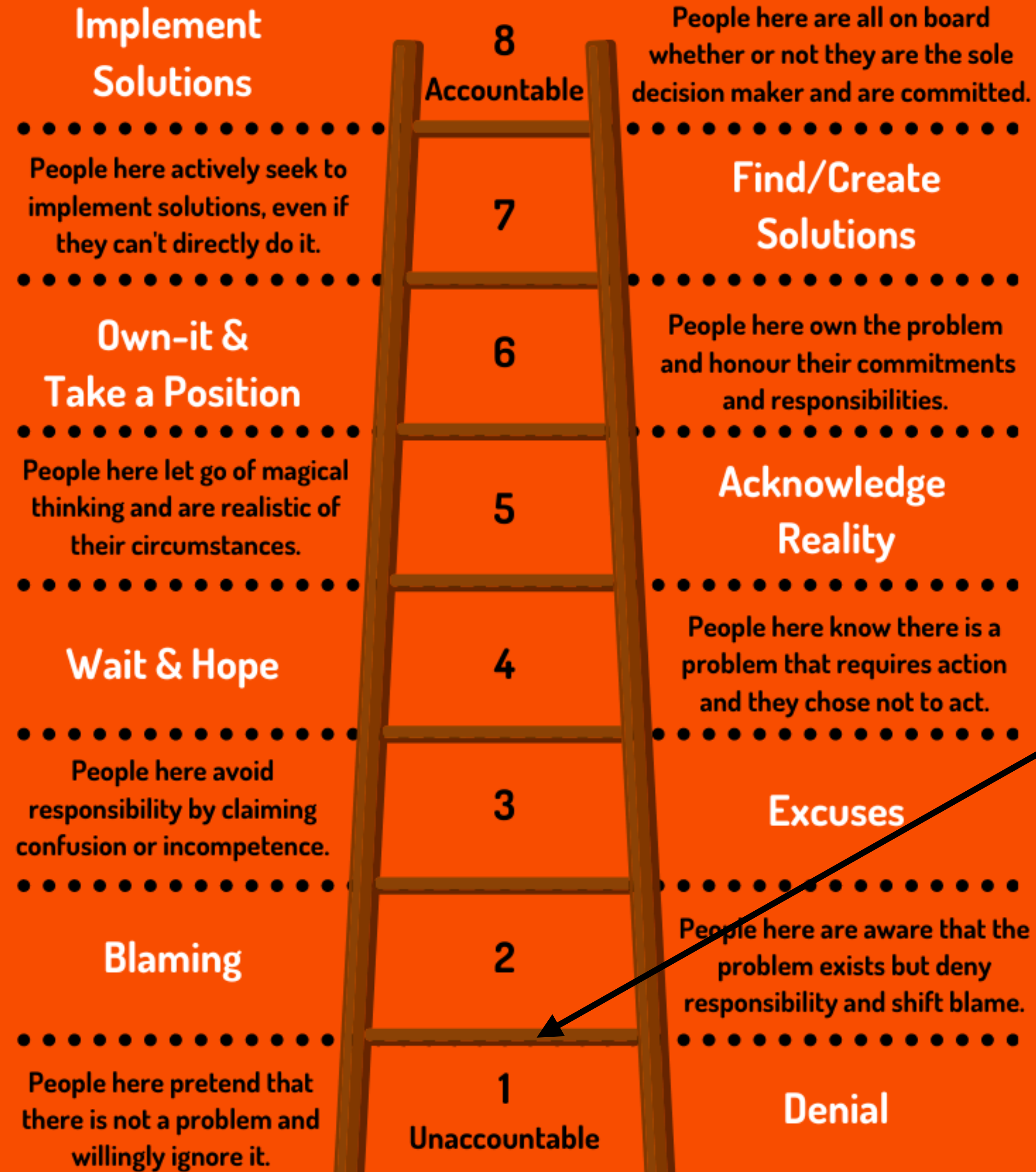
TODO SE  
**DISEÑA**



**PROFESSIONAL**



# THE LADDER OF ACCOUNTABILITY



Designers who tend to place the blame can be found here.



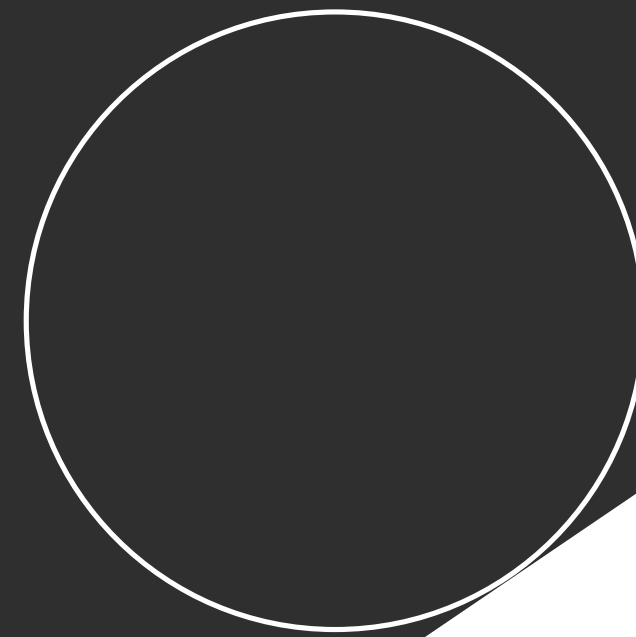
# ADDITIONAL IDEAS:

- Create a “mistake + learning wall”.
- Keep a “mistake + learning journal”.
- Create a “no blame” policy.
- Provide training and mentorship.



04

**BRINGING IT HOME**





# REMEMBER:

- Failure should not be viewed as something negative.
- Failure can be a valuable teacher.



# REMEMBER:

- Embracing failure & shifting your perception of it is something that requires practice.
- Companies should strive to create a space where employees feel safe enough to make mistakes and learn from them.



**“SUCCESS IS NOT FINAL; FAILURE IS NOT FATAL:  
IT IS THE COURAGE TO CONTINUE WHAT  
COUNTS.”**

– Winston Churchill





# ¡GRACIAS!

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