

# Fail Forward Fast

When you think about it, there is only  
**Winning or Learning:**

## FAIL

### **Fall early and often!**

Encourage, reward and support truthfulness and accurate assessments of events.

Failure is a temporary condition.

Encourage “good failures” which are best efforts, bad results.

Discourage blaming.

## FORWARD

### **Learn everything you can from the failed event.**

Demand as much a “what can we learn from this” attitude as you do a “what should we do about this” attitude.

Look for and correct any systems problems that contributed to failure.

Apply learning and try again.

## FAST

### **Apply learning quickly!**

Reward coming forward as quickly as possible when a failure occurs; discourage hiding or blaming.

Make sure rewards and recognition systems communicate that “failure is OK; not learning from failures is not.”

## Notes: