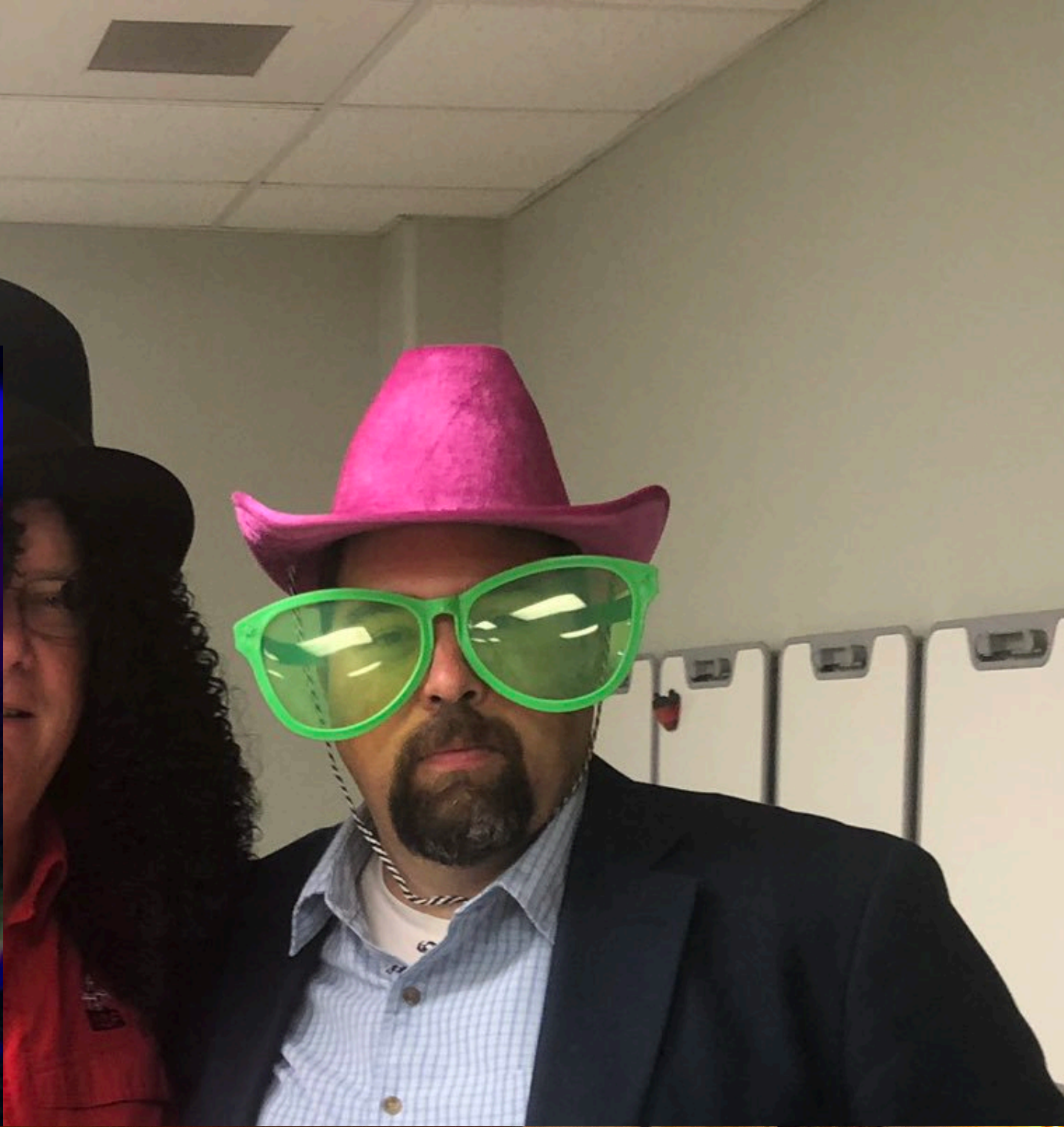




USING FAILURE &
RISK-TAKING
TO OPEN DOORS TO
CREATIVITY

#ADEHK

@mrhooker



L RISK-TAKING?



#LEADERSHIPMINUTE

**WHY CHANGE AND
TAKE A RISK WHEN
WE'VE BEEN
SUCCESSFUL?**



K-12 School and District Rankings

Niche ranks more than 100,000 public and private schools and districts based on dozens of statistics and 27 million opinions from 300,000 students and parents. [View the full methodology.](#)

[Browse all rankings](#)



FEATURED RANKING

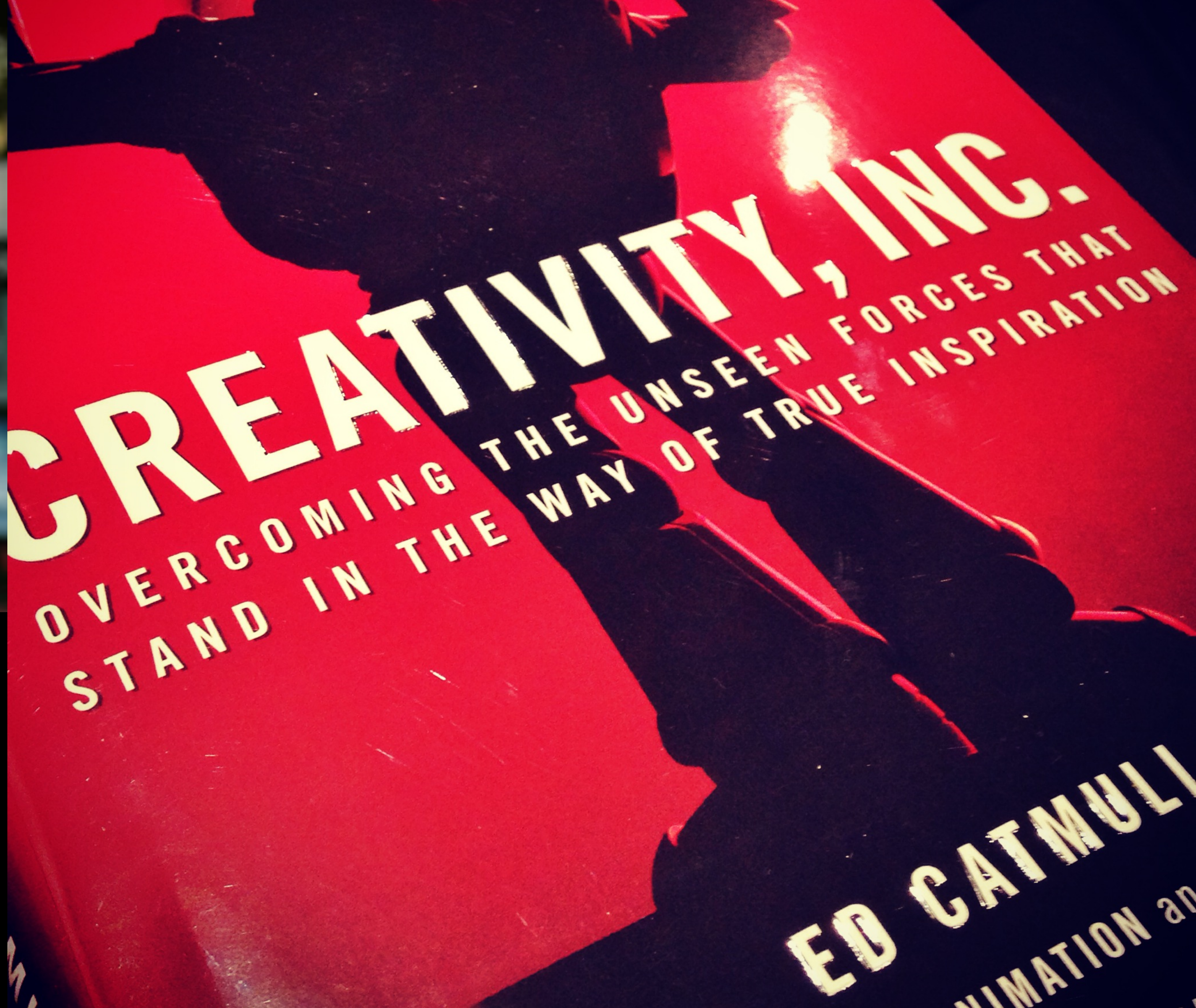
2016 Best School Districts

- 1 Tredyffrin-Easttown School District**
Tredyffrin Township, PA
- 2 Eanes Independent School District**
Austin, TX
- 3 Jericho Union Free School District**
Oyster Bay Town, NY
- 4 New Trier Township High School District No. 203**
New Trier Township, IL
- 5 Princeton Public Schools**
Princeton, NJ



Ed Catmull

President
of Pixar



Recorded 8/11/16



**WHY CHANGE AND
TAKE A RISK WHEN
WE'VE BEEN
SUCCESSFUL?**

#WeAreMcHi

@mrhooker





AT&T

5:08 PM

14%

abovethecrowd.com/wp



UBER



airbnb

amazon.com[®]



NO CHECKOUT
NO BAGGERS

**JUST
WALK
OUT**

SHOPPING

AMAZON



“We are preparing kids for jobs
that **do** not exist.”

“We are preparing kids for jobs
that **will** not exist.”



RISK

FEAR

FAMOUS FAILURES

#WeAreMcHi

@mrhooker







GAME OF THRONES

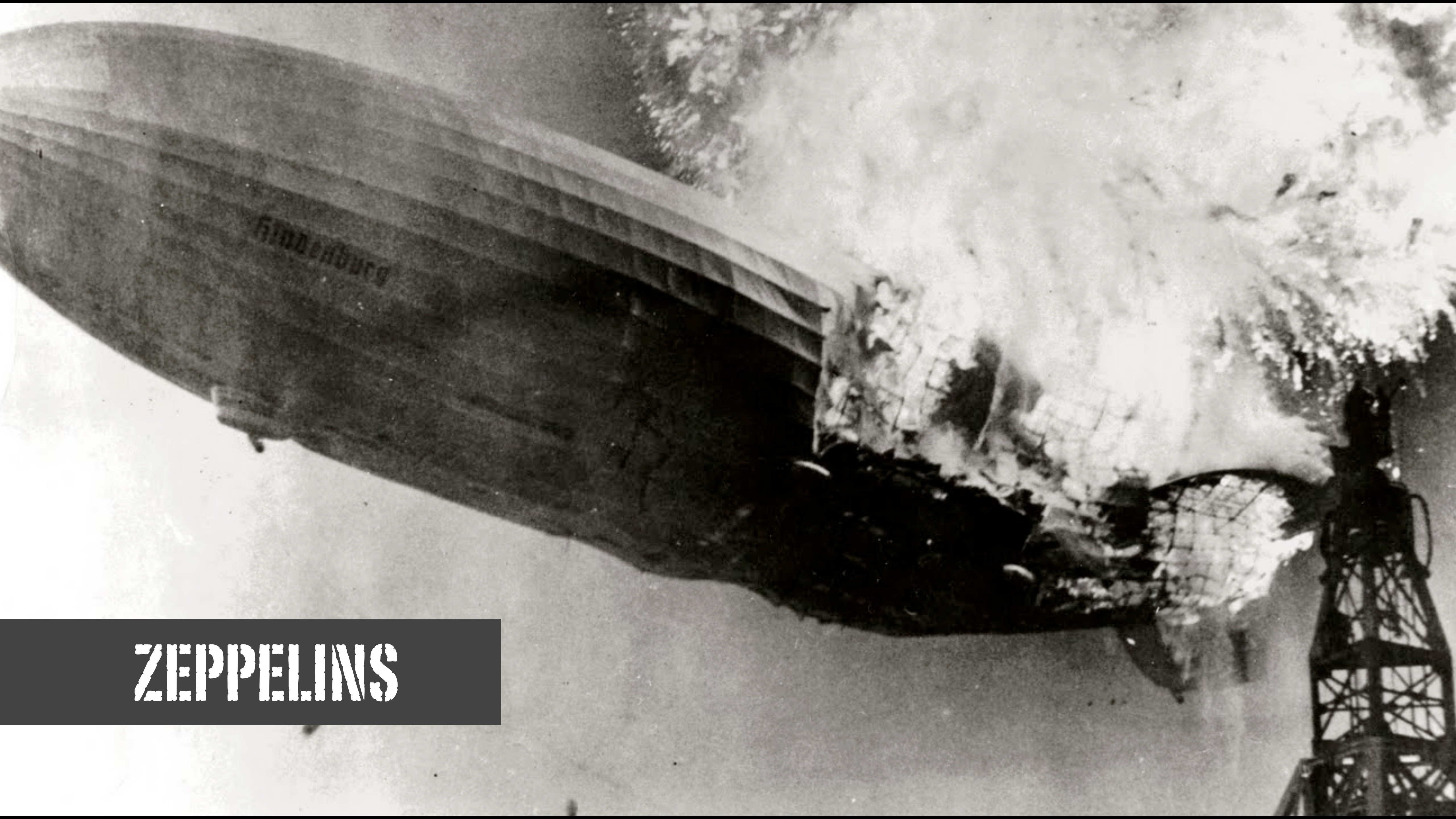
**SPOILER
ALERT!**



NOT ALL RISKS
ARE SUCCESSFUL.

#WeAreMcHi

@mrhooker



ZEPPELINS

EDSEL



APPLE'S LISA

NEW COKE



PEPSI CLEAR



MILLI VANILLI





Creating a **Culture** of Innovation



Learning Organization

“an organization that facilitates the learning of all its members and continuously transforms itself.”

-wikipedia



DAILY WORK MANAGEMENT - RB & RC ASSY - B

WORK	QUALITY
RES. PERSON	
DELIVERY	
AGENDA	
KAIZEN	

HR

Always Be Careful

25

KEEP IT CLEAN

Locker room with blue lockers numbered 140-196.

Yellow metal railing structure.



CULTURE OF LEARNING

- 📌 **Encourage & enable collaboration**
- 📌 **Celebrate success**
- 📌 **Celebrate thoughtful RISK**
- 📌 **Be independent**
- 📌 **Take time to reflect**
- 📌 **Eliminate "Yes, but..."**

Yeah, but.. vs Yes, AND...

Yeah, but.. vs Yes, AND...

Yeah, but.. vs Yes, AND...

RISK



REJECTION

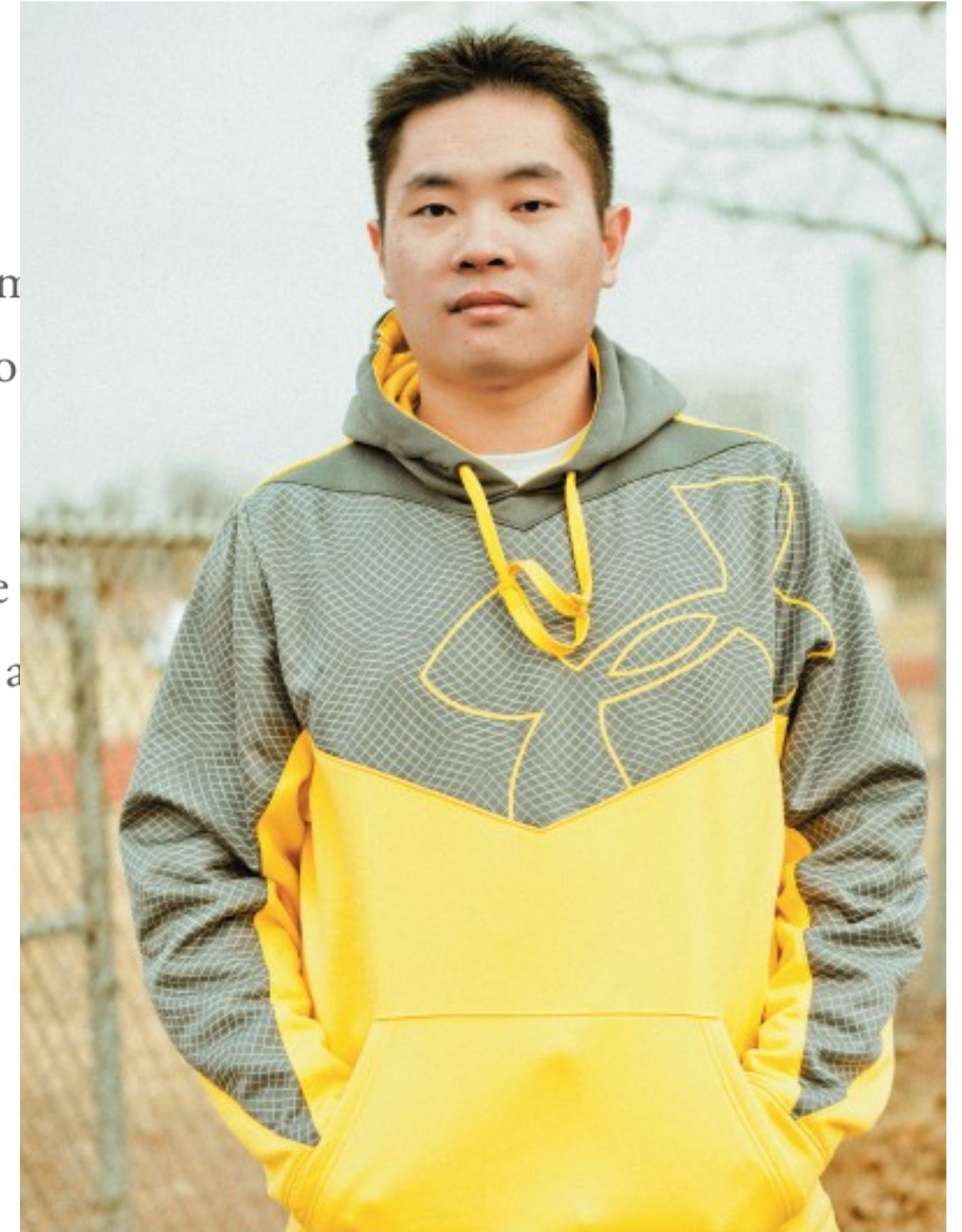
100 DAYS OF REJECTION THERAPY

These are the 100 days of Rejection Therapy that started it all. My goal was to desensitize myself from my fear (I explain my reason why here in my [TED talk](#)). Three criteria I set for myself: 1. Ethical (no Legal 3. Doesn't defy the law of physics.

Because so many people have been inspired to also try out these rejection attempts on their own, I've [Mobile App \(beta\)](#), so you can experience Rejection Therapy with the latest technology. Because the a appreciate you giving me feedback at support@rejectiontherapy.com.

[Click here](#) to beta test the app!

- [Rejection 1: Borrow \\$100 from a Stranger](#)
- [Rejection 2: Request a "Burger Refill"](#)
- [<fav> Rejection 3: Ask For Olympic Symbol Doughnuts](#)
- [Rejection 4: Deliver Pizza for Domino's](#)



Rejection
therapy

WITH JIA JIANG

Stand n' Talk

Discuss a time you tried something new and **failed**.
How did you recover?
What did you **learn**?





FEAR

8 BARRIERS TO CREATIVITY



1. Needing to be “right” &
Anxiety about being wrong

MY ANXIETIES HAVE ANXIETIES.



8 BARRIERS TO CREATIVITY



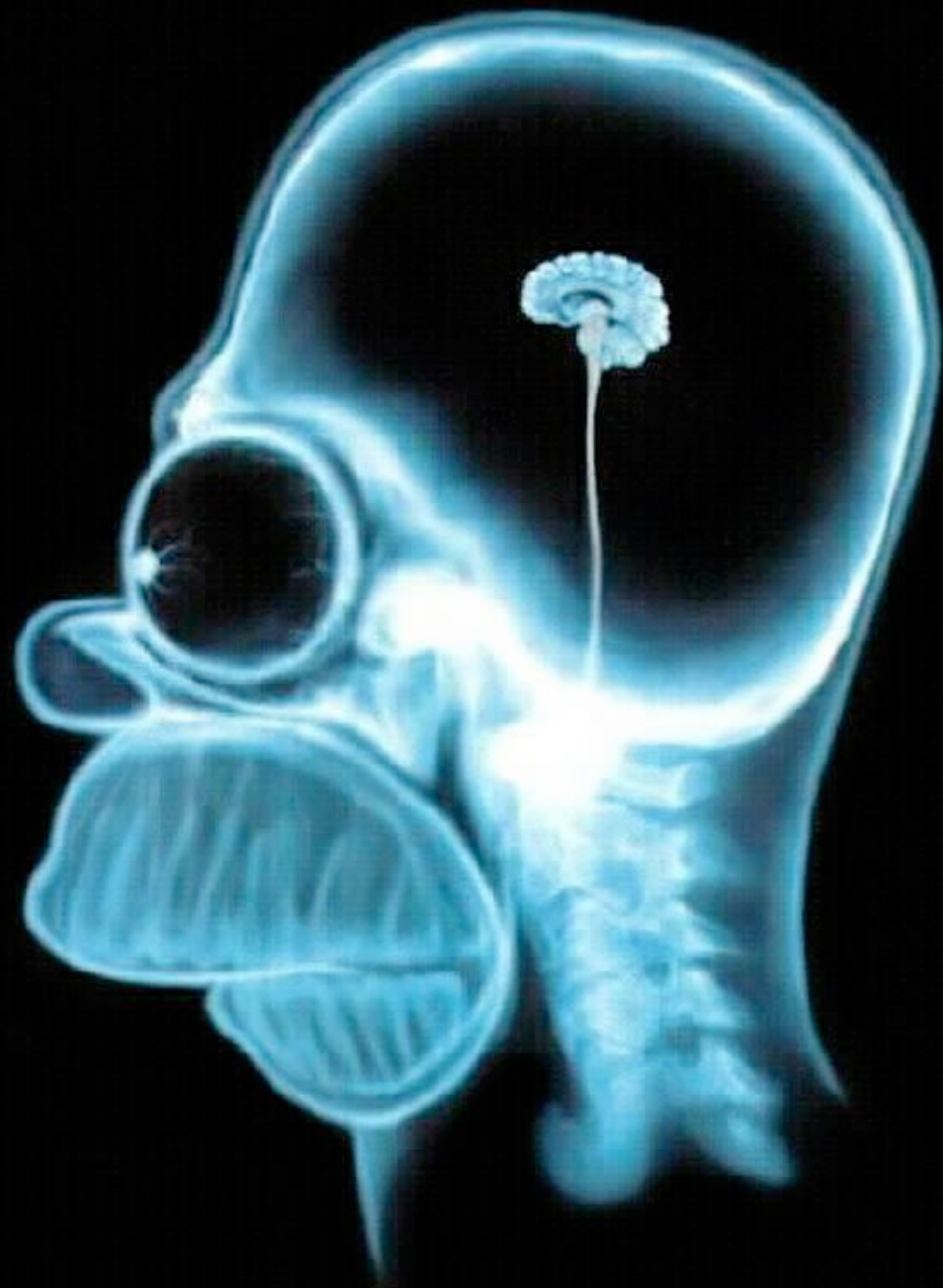
2. Discomfort with the unknown



8 BARRIERS TO CREATIVITY



3. Treating “not knowing” as a
permanent condition



8 **BARRIERS** TO CREATIVITY



4. **Risking** exposure and being judged

UTOMOTIVE
REPAIR

20TH CENTURY
POETRY

ULUS

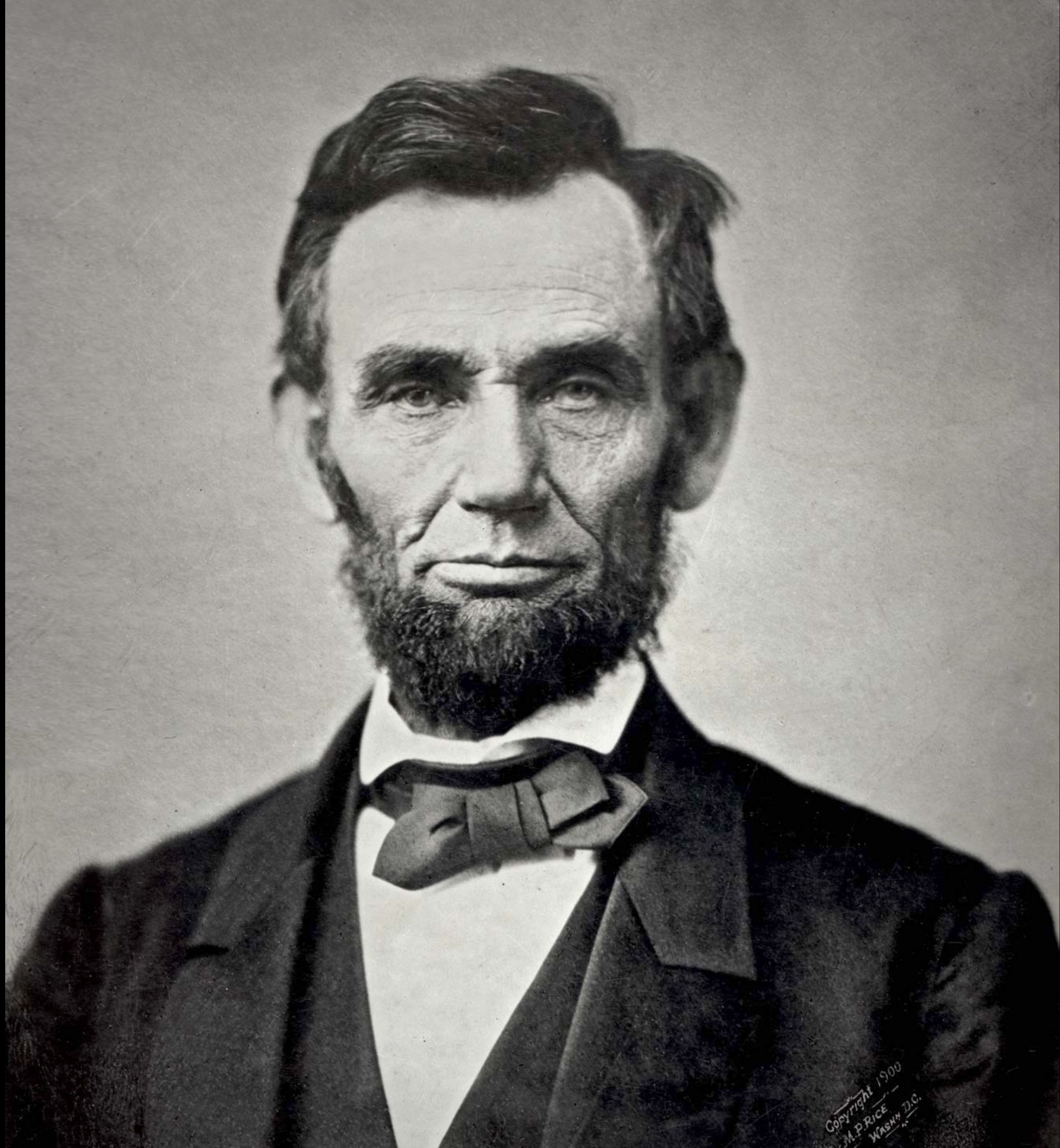
BUSINESS
ETHICS

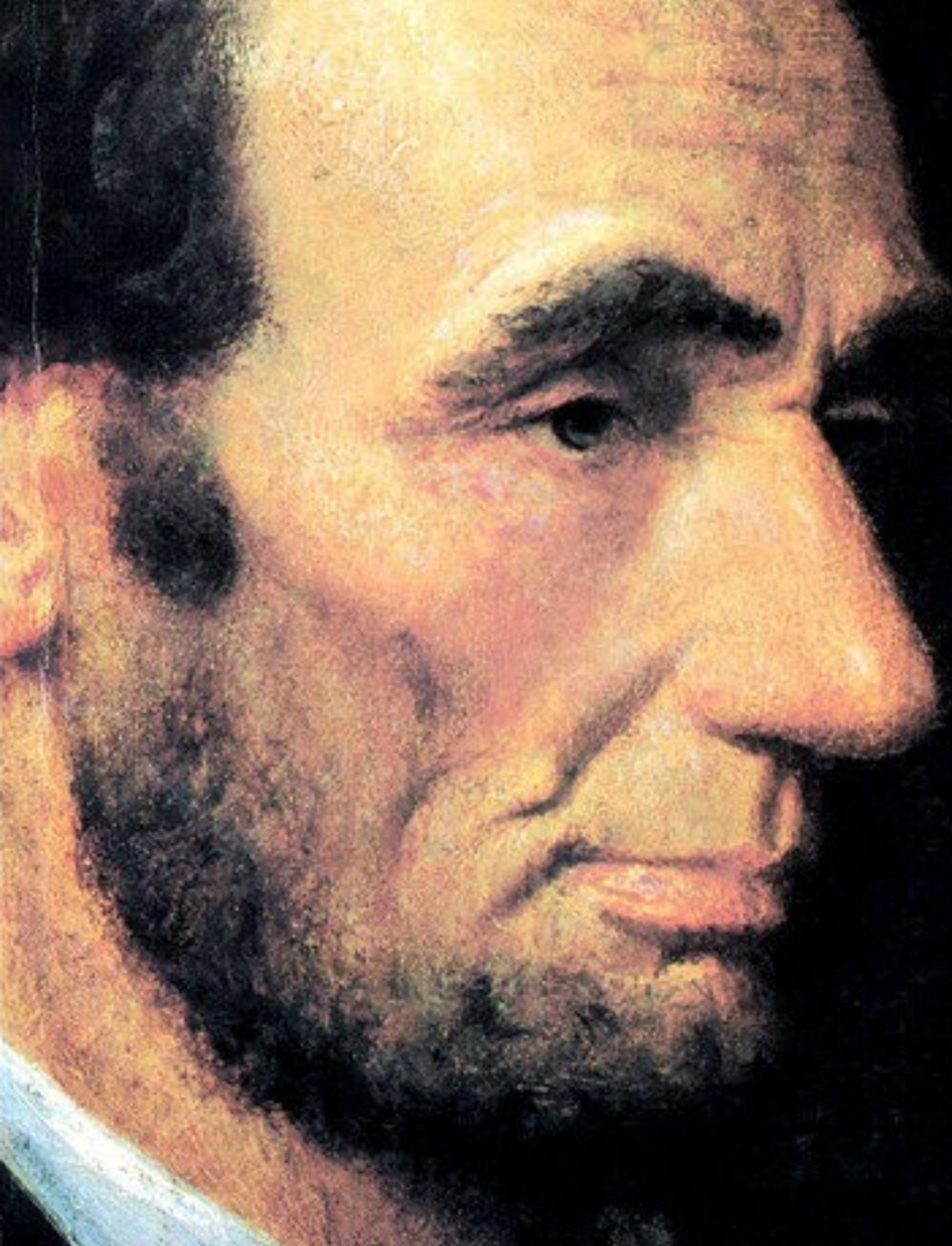
SHAKESPEAR

8 BARRIERS TO CREATIVITY



5. Lack of Self-Esteem





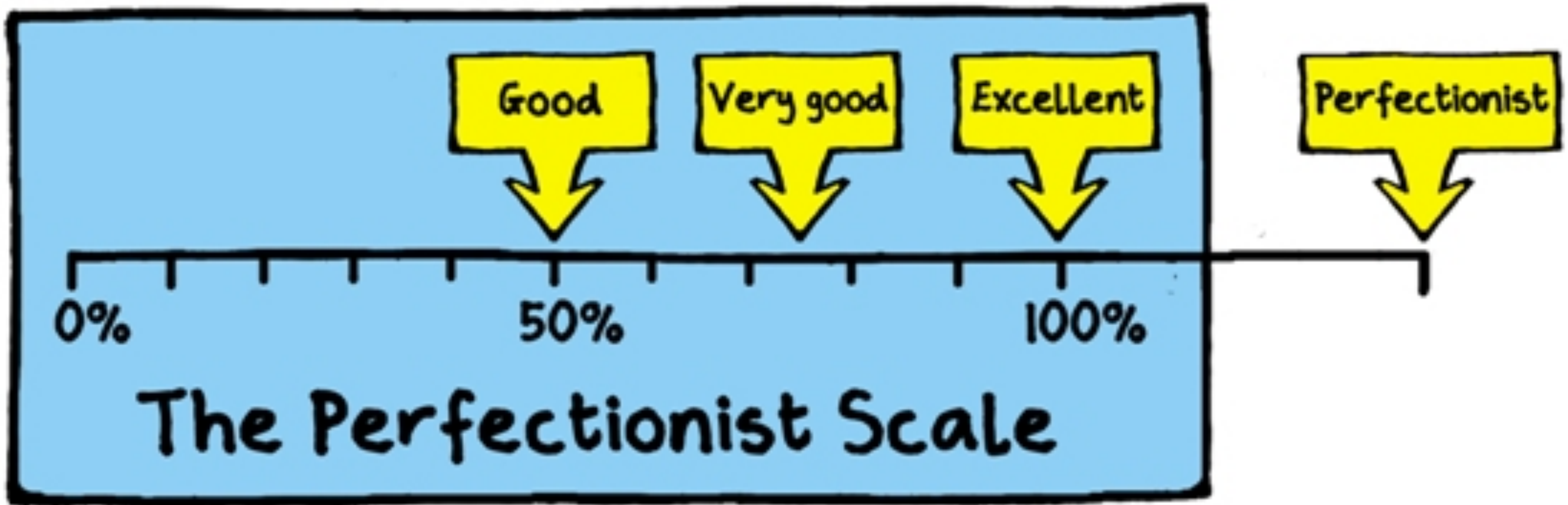
"The problem
with quotes
on the
internet is
that its hard
to verify their
authenticity."

- Abe
Lincoln

8 BARRIERS TO CREATIVITY



6. Demanding **perfection** from
yourself



The Perfectionist Scale

8 **BARRIERS** TO CREATIVITY



7. **Expecting** quick results

“Innovation geared toward the future can’t be measured while it’s happening.”



- John Lasseter, Pixar CEO

8 BARRIERS TO CREATIVITY



8. Treating **failure** as wasted time

8 BARRIERS TO CREATIVITY



- Needing to be “right”/**Anxiety** about being wrong
- **Discomfort** with the unknown
- Treating “**not knowing**” as a permanent condition
- **Risking** exposure, risking being **judged**
- **Lack** of self esteem
- Demanding **perfection** from yourself
- **Expecting** quick results
- Treating **failure** as “wasted time”

8 BARRIERS TO CREATIVITY



Discomfort

not knowing

Risking

Anxiety

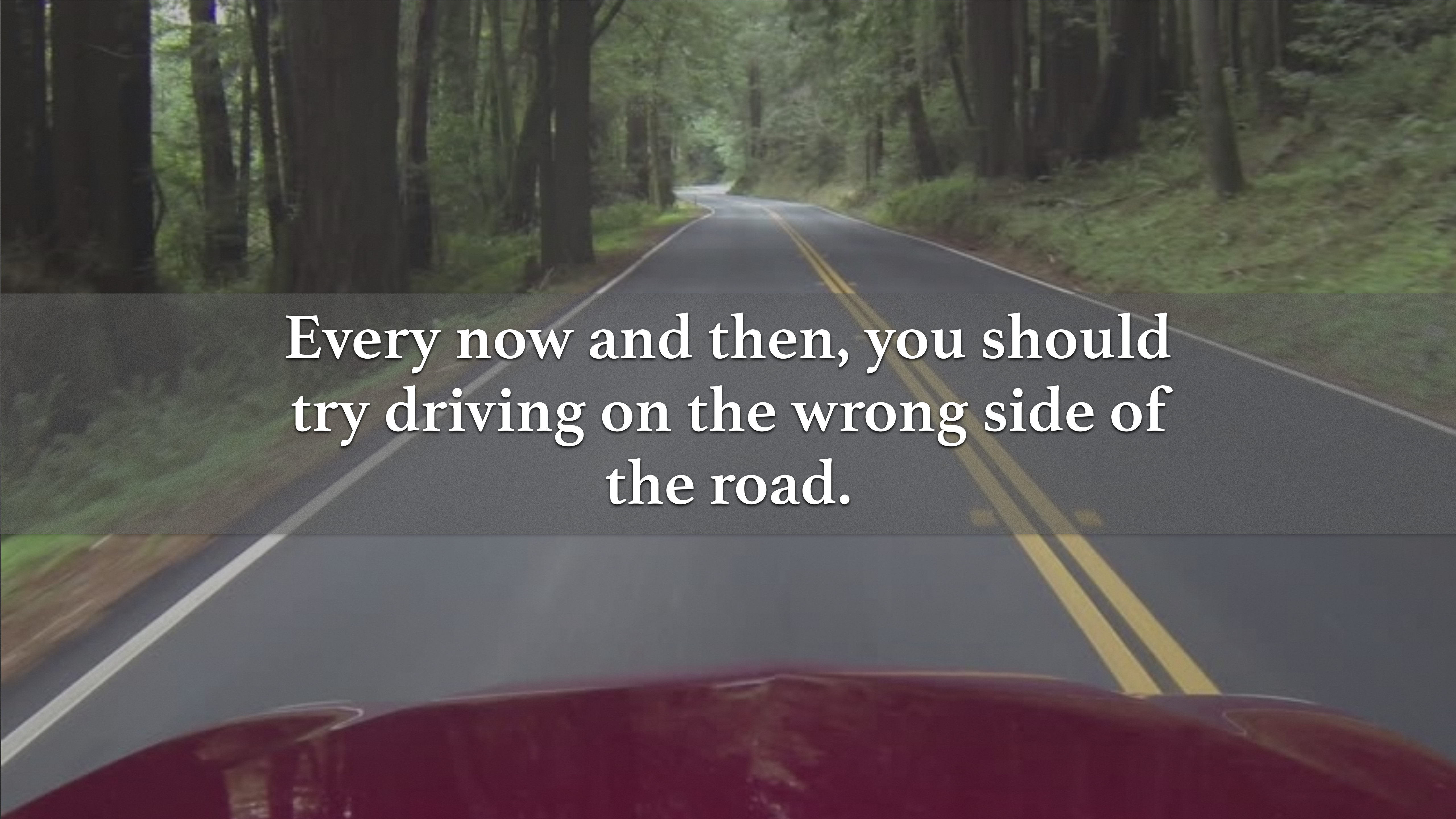
judged

Expecting

failure

perfection

Lack



Every now and then, you should
try driving on the wrong side of
the road.









BRAIN PLASTICITY

is the ability of the brain to **modify** its connections or re-wire itself. Without this ability, any brain, not just the human brain, would be unable to **develop** from infancy through to adulthood



BRAIN PLASTICITY

CHALLENGE

While celebrating failure

1

2

3



STOP

COLLABORATE

& LISTEN



XSFCOM



1

2

3

[clap]

2

3



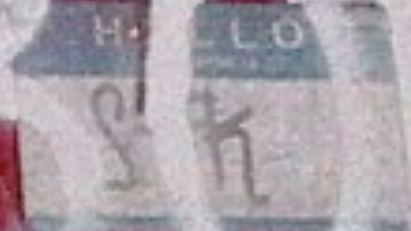
STOP

COLLABORATE

& LISTEN



XSF.COM



[clap]

2

3

[clap]

[stomp]

3



STOP

COLLABORATE

& LISTEN

XSFCOM

[clap]

[stomp]

3

[clap]

[stomp]

[snap]



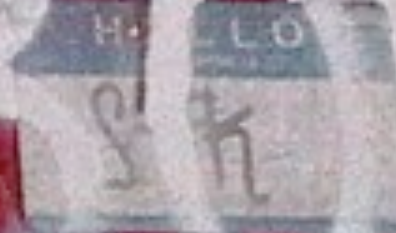
STOP

COLLABORATE

& LISTEN



XSF.COM





BRAIN PLASTICITY

CHALLENGE

While celebrating failure



**WEAR A
HELMET**

CHECK YOUR
BRAKES
BEFORE YOU
RIDE
BEARLYNNE'S
BICYCLES



THE MARTIAN



**Teacher wants try something new
with their student**

A person wearing a blue protective suit and gloves is working on a large piece of machinery. A bright yellow spark is visible on the machinery. The background shows a complex structure of metal beams and panels.

hoping to spark their students'
curiosity and **interest**



And the experiment **fails** disastrously

A person wearing a dark hoodie is standing in a doorway, looking down. The background shows a brick wall and a window. The scene is dimly lit, with light coming from the window.

How the teacher feels after it fails

BEHAVIOR

MISTAKES

EXPERIMENTS

PRACTICES

SUCCESS

YOU LUCKY
BASTARD!

YAY, YOU
SUCCEEDED
AND YOU
LEARNED!

YAY, YOU
SUCCEEDED
BY DOING
THE RIGHT
THINGS!

SUCCESS

FAILURE

WTF,
DUDE YOU
SCREWED UP!
WHERE'S
YOUR BRAIN?

OK,
YOU FAILED
BUT YOU
LEARNED!

ARGH,
BAD LUCK!

FAILURE

OUTCOME

NO
LEARNING

LEARNING

NO
LEARNING



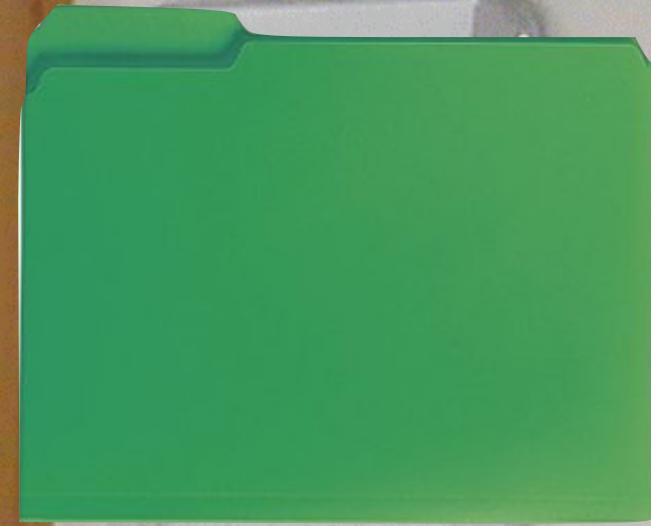
You are welcome to visit my room. We are rocking it!



You can come in, but know we are trying something new and it might fail.



Nothing to see here. Move along.



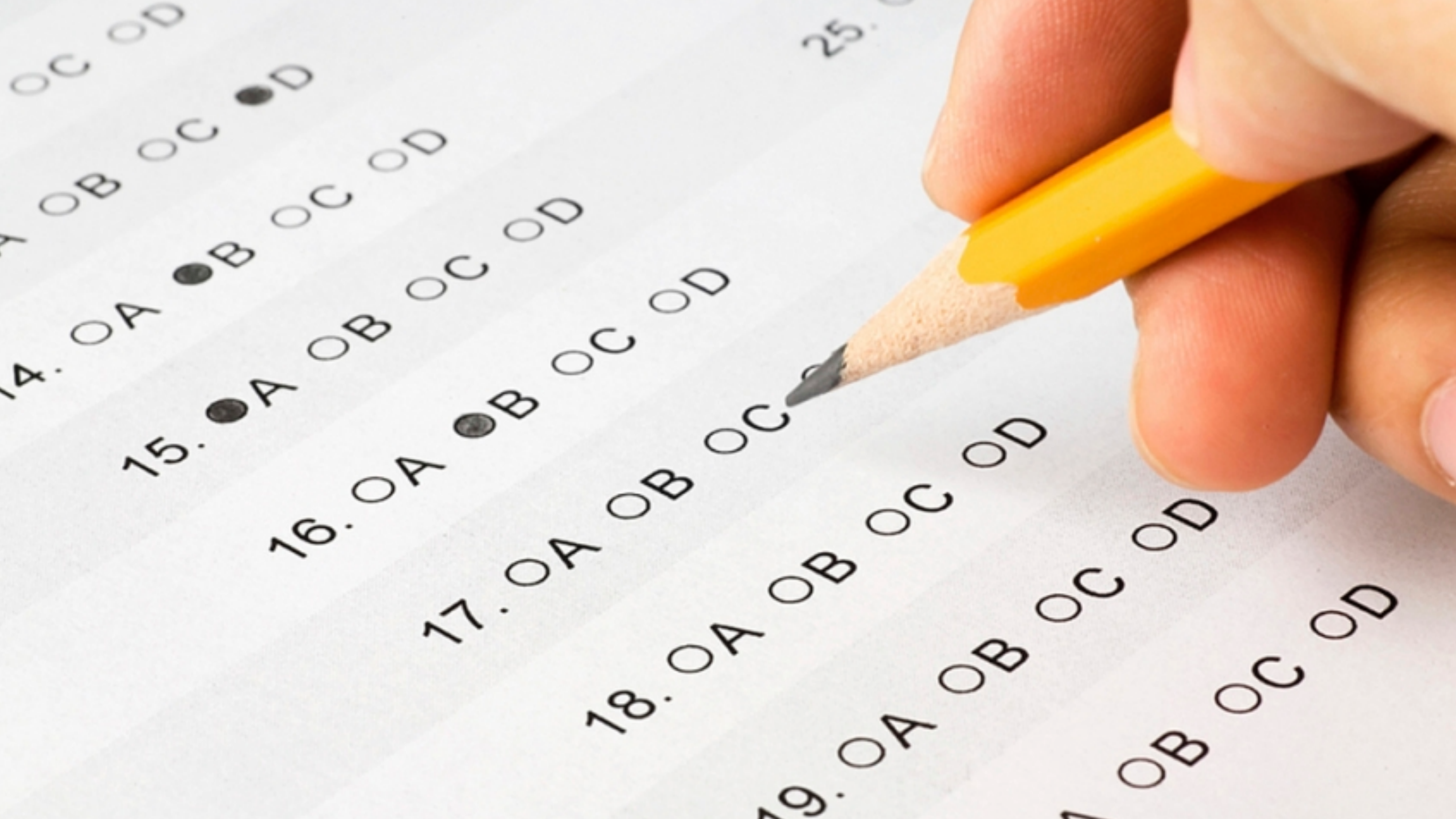
211
教室
Lecture Room

嚴禁 相撲力士飲用



211
教室
Lecture Room

嚴禁
相撲力士飲用



15.

A

B

C

D

16.

A

B

C

D

17.

A

B

C

D

18.

A

B

C

D

19.

A

B

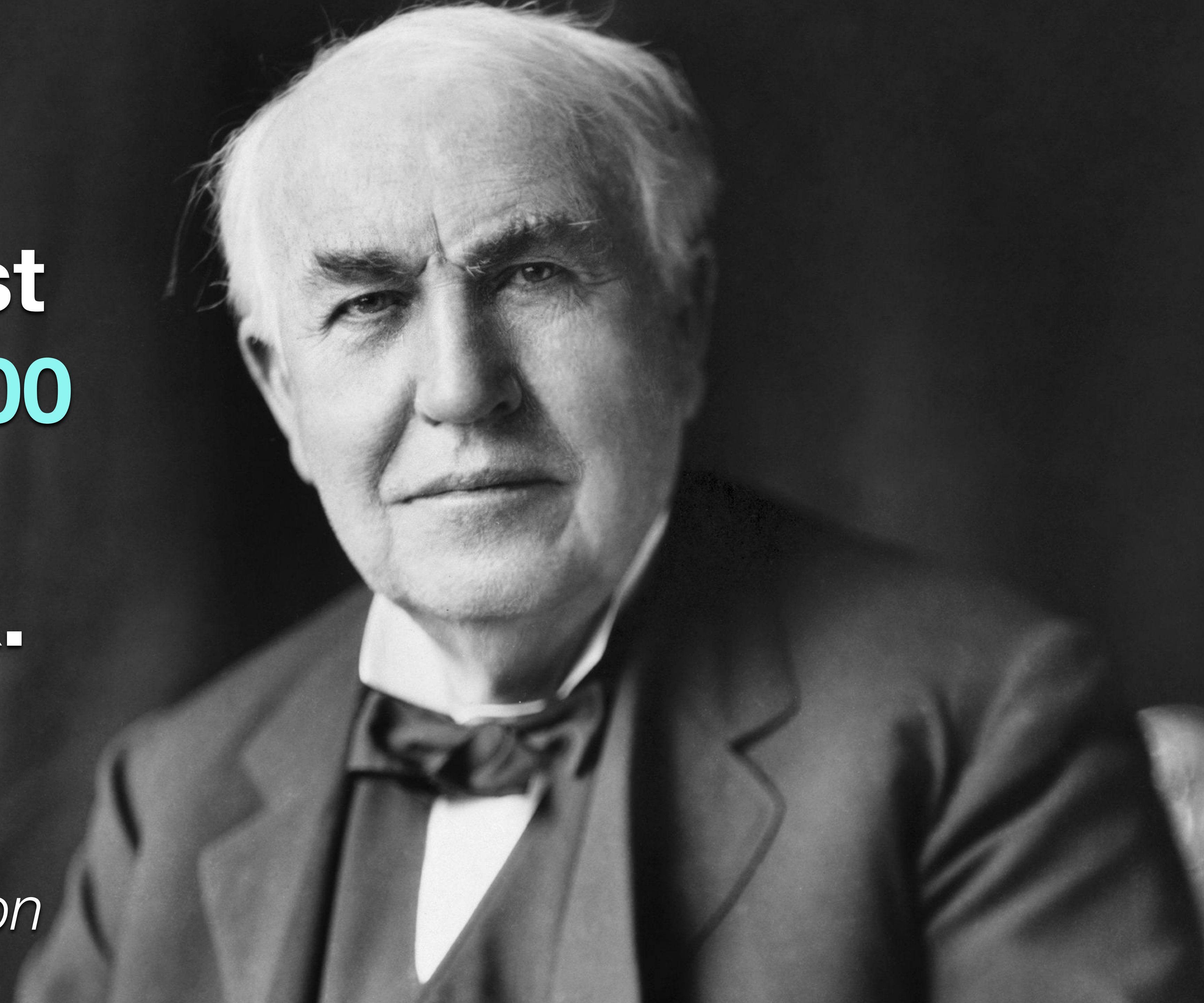
C

D



**I haven't
failed. I just
found 10,000
ways that
won't work.**

-Thomas Edison





EDISON'S"
Phonograph Doll,
THE GREATEST WONDER OF
THE AGE.

A FRENCH JOINTED DOLL, RECITING IN A
CHILDISH VOICE ONE OF A NUMBER OF
WELL-KNOWN NURSERY RHYMES.

Size, 22 Inches. Price, \$10.00.

Now for sale at

SCHWARZ' TOY BAZAAR,

42 East 14th St., Union Square, N. Y.

Sent by Ex. C. O. D. or on receipt of price.





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If you're not prepared
to be wrong, you'll
never come up with
anything **ORIGINAL.**

Ken Robinson

WE'VE ALL MADE SOME
MISTAKES ALONG THE
THE WAY

#WeAreMcHi

@mrhooker

FAIL

[F] **FIRST**

[A] **ATTEMPT**

[I] **IN**

[L] **LEARNING**



#NoEmail4Lent



#NoEmail4Lent



Students don't
take risks, if
teachers don't
take risks.

Teachers don't
take risks, if
leaders don't
take risks.





December 6, 2011

Inbox (12)

From: [Redacted] >

Hide

To: ★ Carl Hooker >

Westlake High School Student video

Today at 11:36 PM

Carl,

You need to check out this video from one of our students making the rounds. The whole community is talking about it.

<https://m.youtube.com/watch?v=tmlTHfVaU9o>

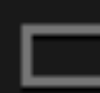
Sent from my iPhone



Ben Breedlove



0:11 / 3:16



This is my story (Part 2)



Ben Breedlove · 2 videos

5,348,164



Texas Teen Ben Breedlove Posted Powerful Videos Before Christmas Death

Dec. 28, 2011

By CHRISTINA NG via **GOOD MORNING AMERICA**



Like

10k



share



Tweet

643



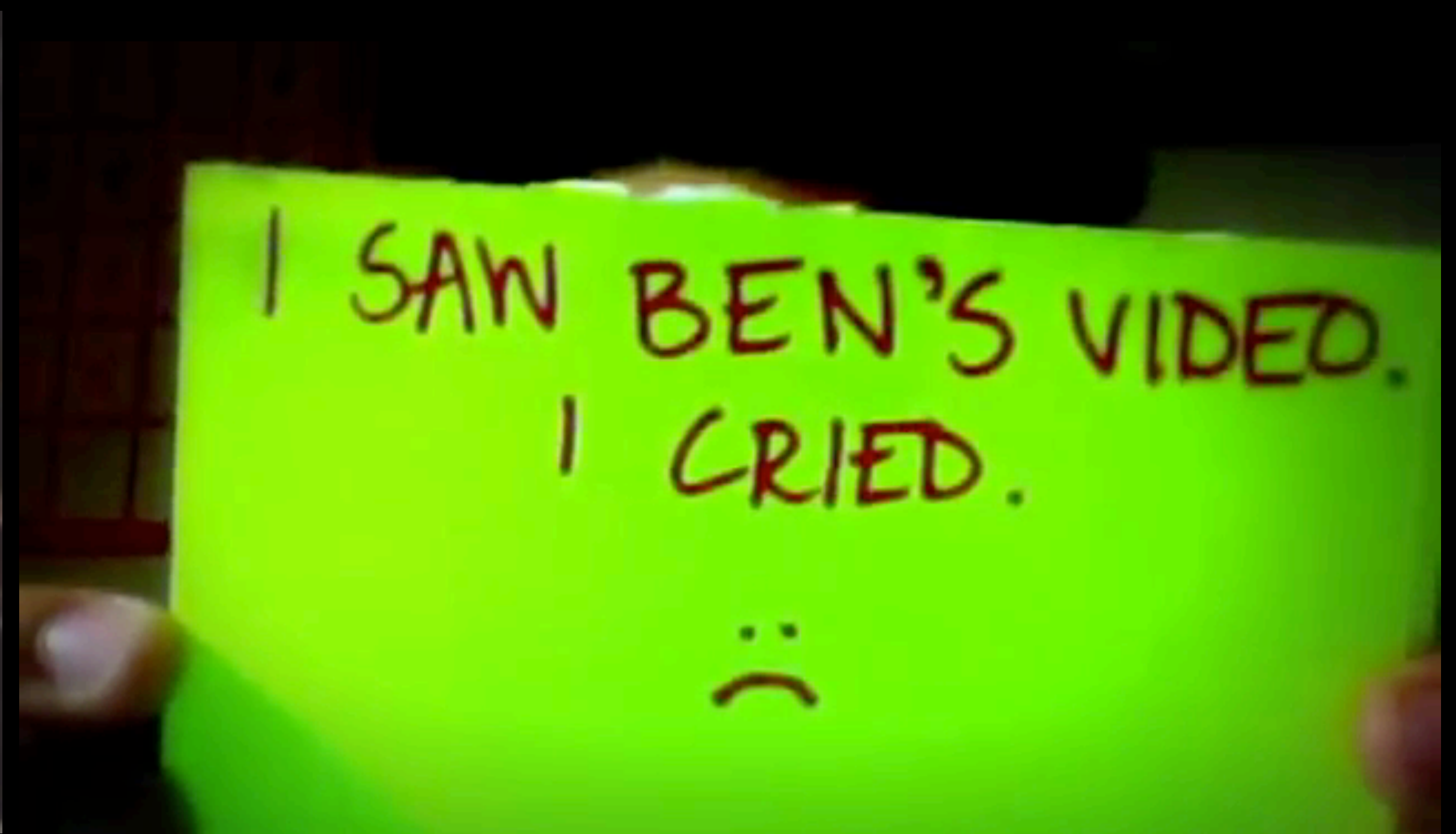
+1

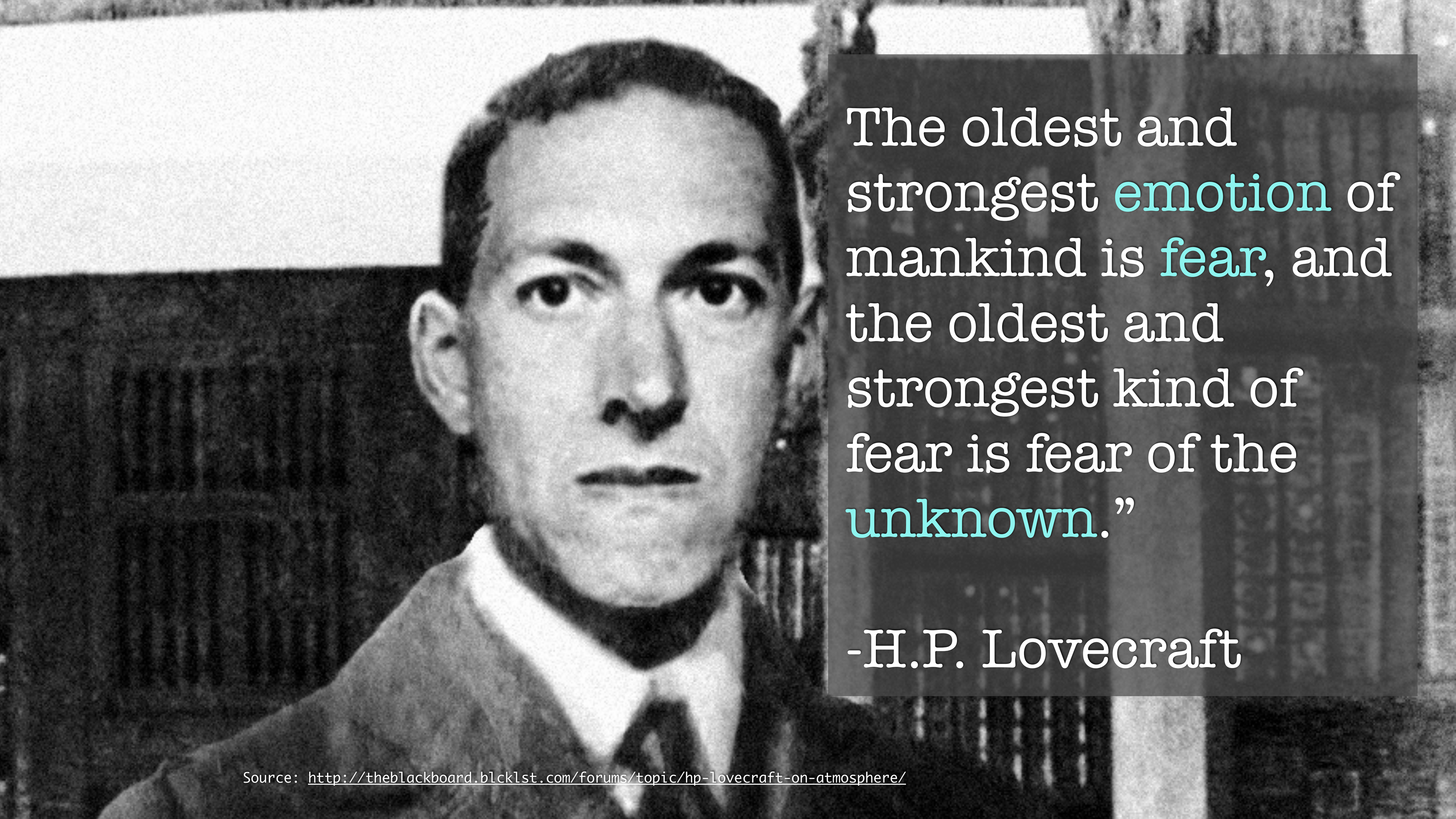
48



3 Comments






A black and white portrait of H.P. Lovecraft, a man with short, dark hair, wearing a suit and tie. He is looking directly at the camera with a neutral expression. The background is dark and textured.

The oldest and strongest emotion of mankind is fear, and the oldest and strongest kind of fear is fear of the unknown.”

-H.P. Lovecraft

A young man with brown, wavy hair is looking directly at the camera. He is holding a white rectangular sign in front of his mouth. The sign has two lines of handwritten text in blue ink. The background is a plain, light-colored wall.

Hello, I'm
Ben Breedlove



USING FAILURE &
RISK-TAKING
TO OPEN DOORS TO
CREATIVITY

#ADEHK

@mrhooker