

#FAILFEST

USING IMPROV TO  
OPEN CREATIVITY AND  
EMBRACE FAILURE

#TCEA2020

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A man in a dark suit and tie is walking a tightrope. He has his arms outstretched for balance. Below him is a dense city skyline with many skyscrapers. The sky is overcast and grey. The word "RISK" is written in large, white, bold letters across the middle of the image, partially overlapping the man and the city.

RISK

FEAR



# FAMOUS FAILURES















# GAME OF THRONES

**SPOILER  
ALERT!**

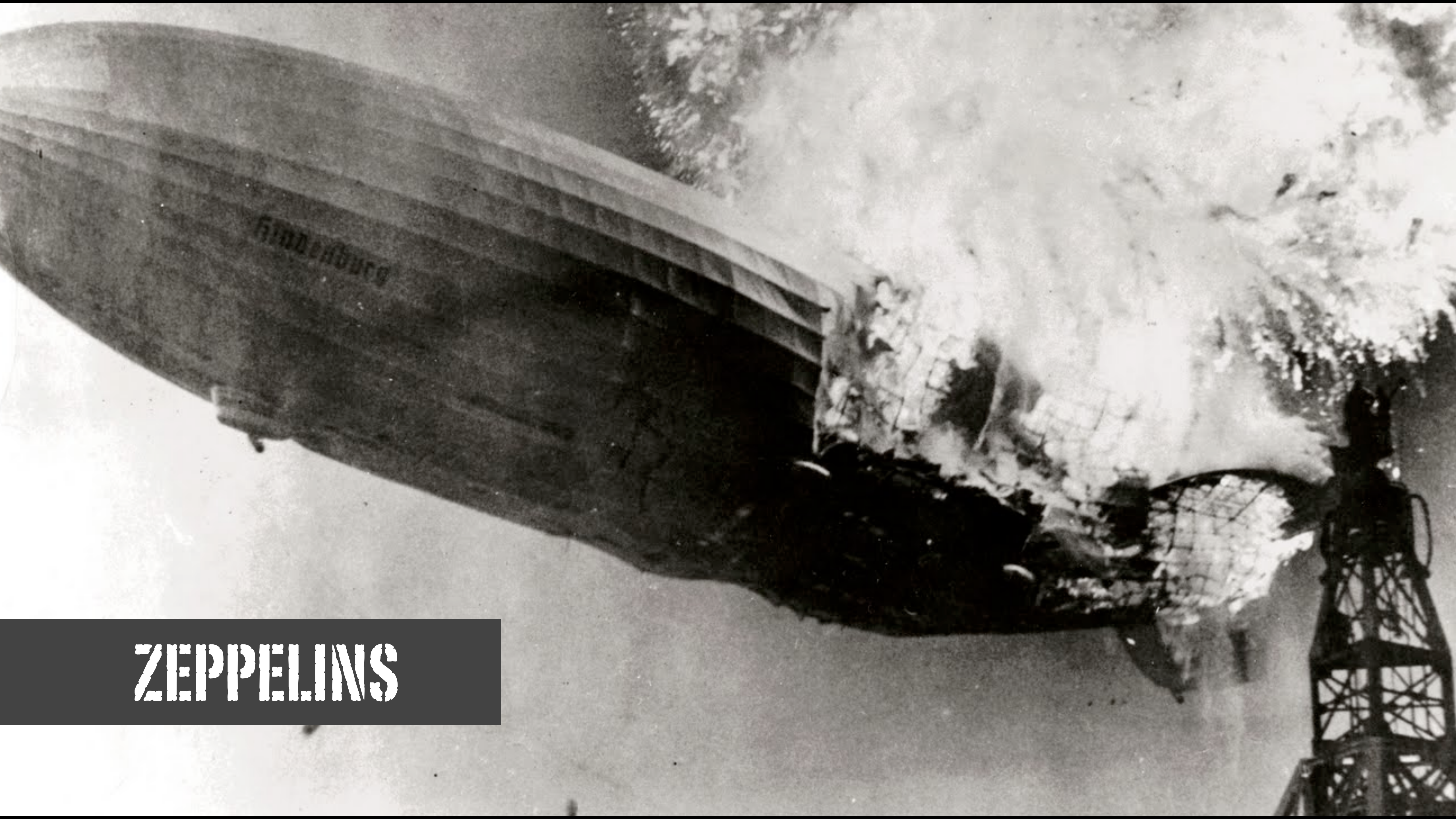






NOT ALL RISKS  
ARE SUCCESSFUL.





**ZEPPELINS**



**EDSEL**





# APPLE'S LISA



# NEW COKE



# PEPSI CLEAR







MILLI VANILLI







RISK



REJECTION

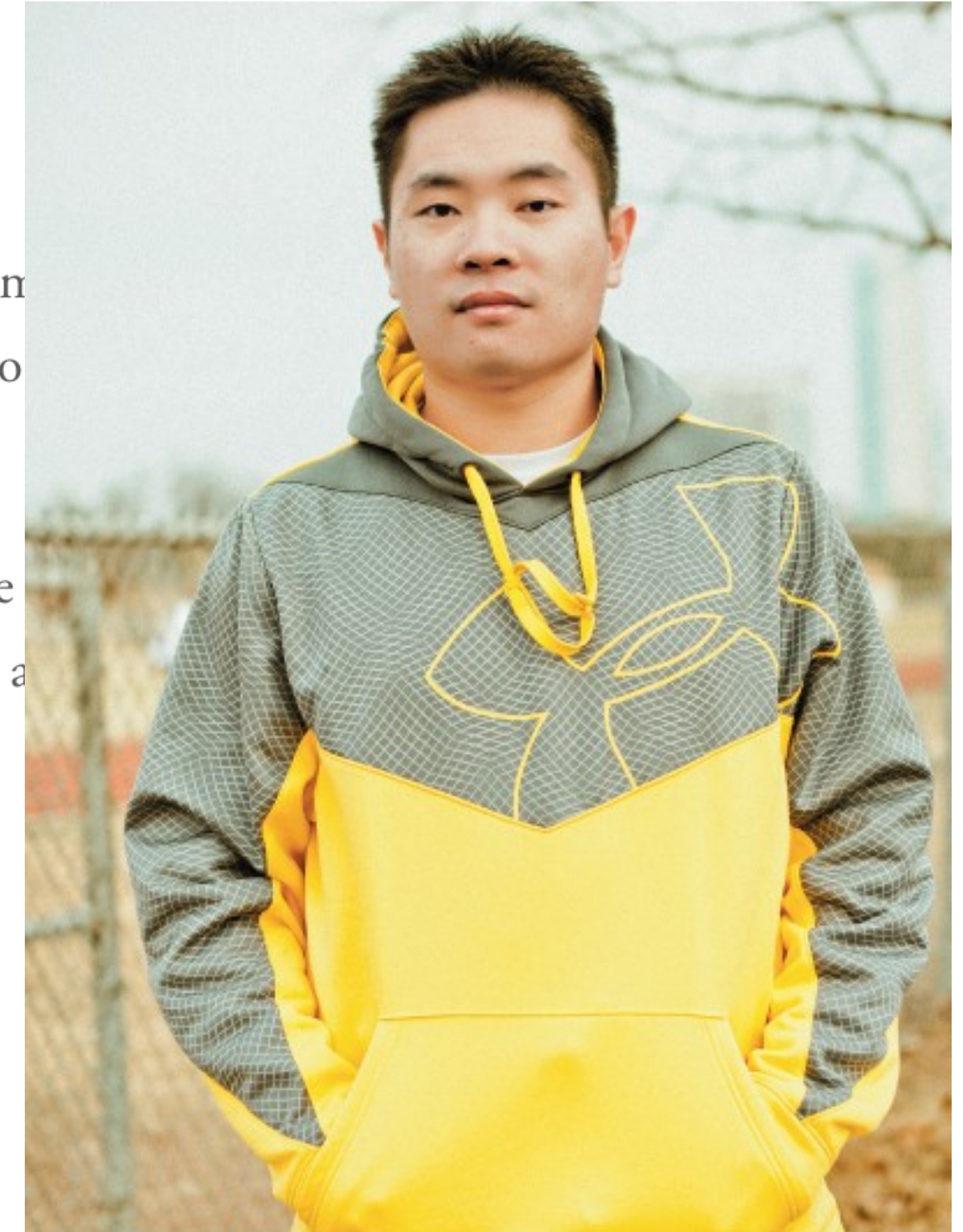


# 100 DAYS OF REJECTION THERAPY

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 harm) 2. 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 created a [Mobile App \(beta\)](#), so you can experience Rejection Therapy with the latest technology. Because the app is still in beta, I really appreciate you giving me feedback at [support@rejectiontherapy.com](mailto:support@rejectiontherapy.com).

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



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



# Rejection therapy

WITH JIA JIANG

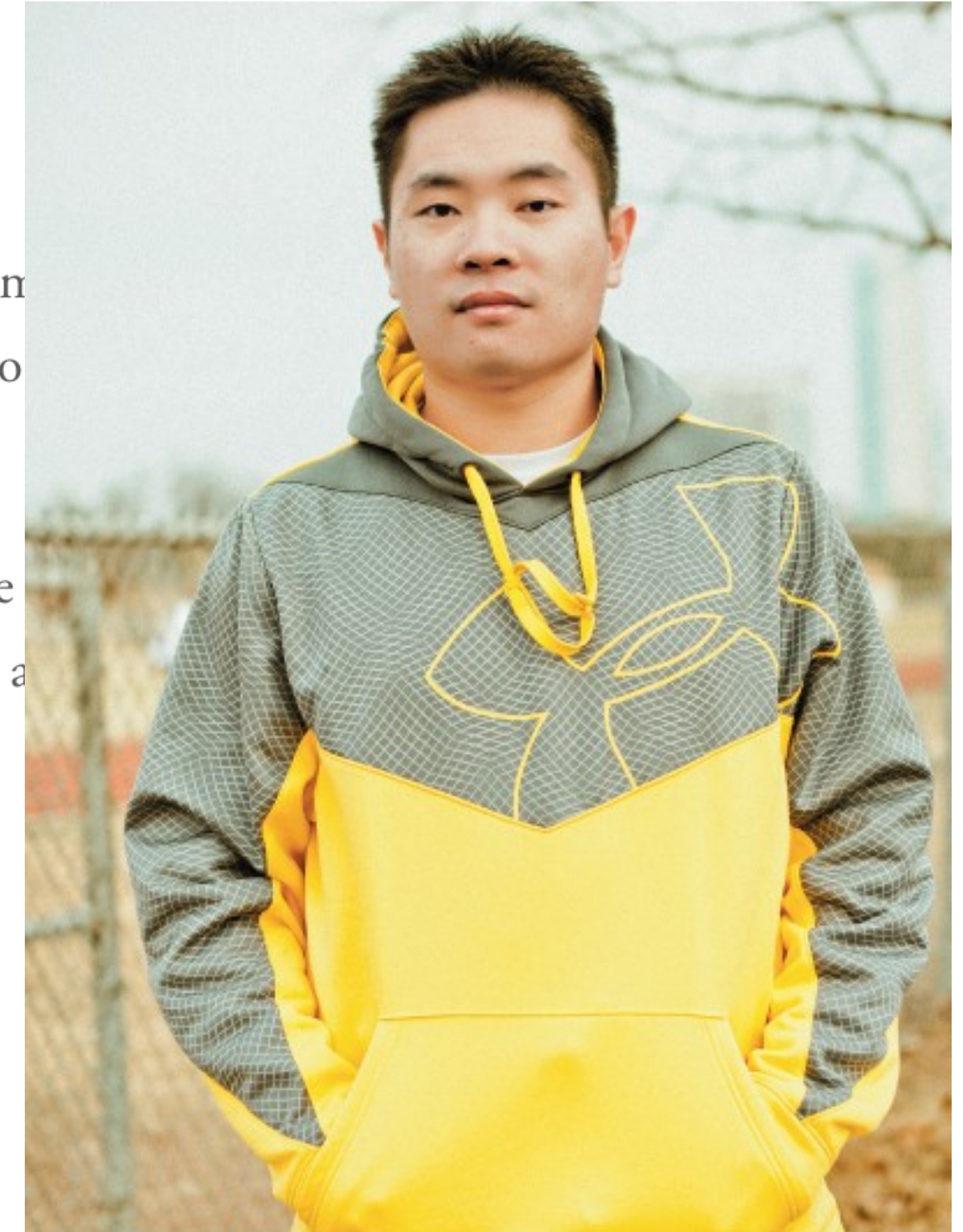


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# Creating a Culture of Learning





# 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...



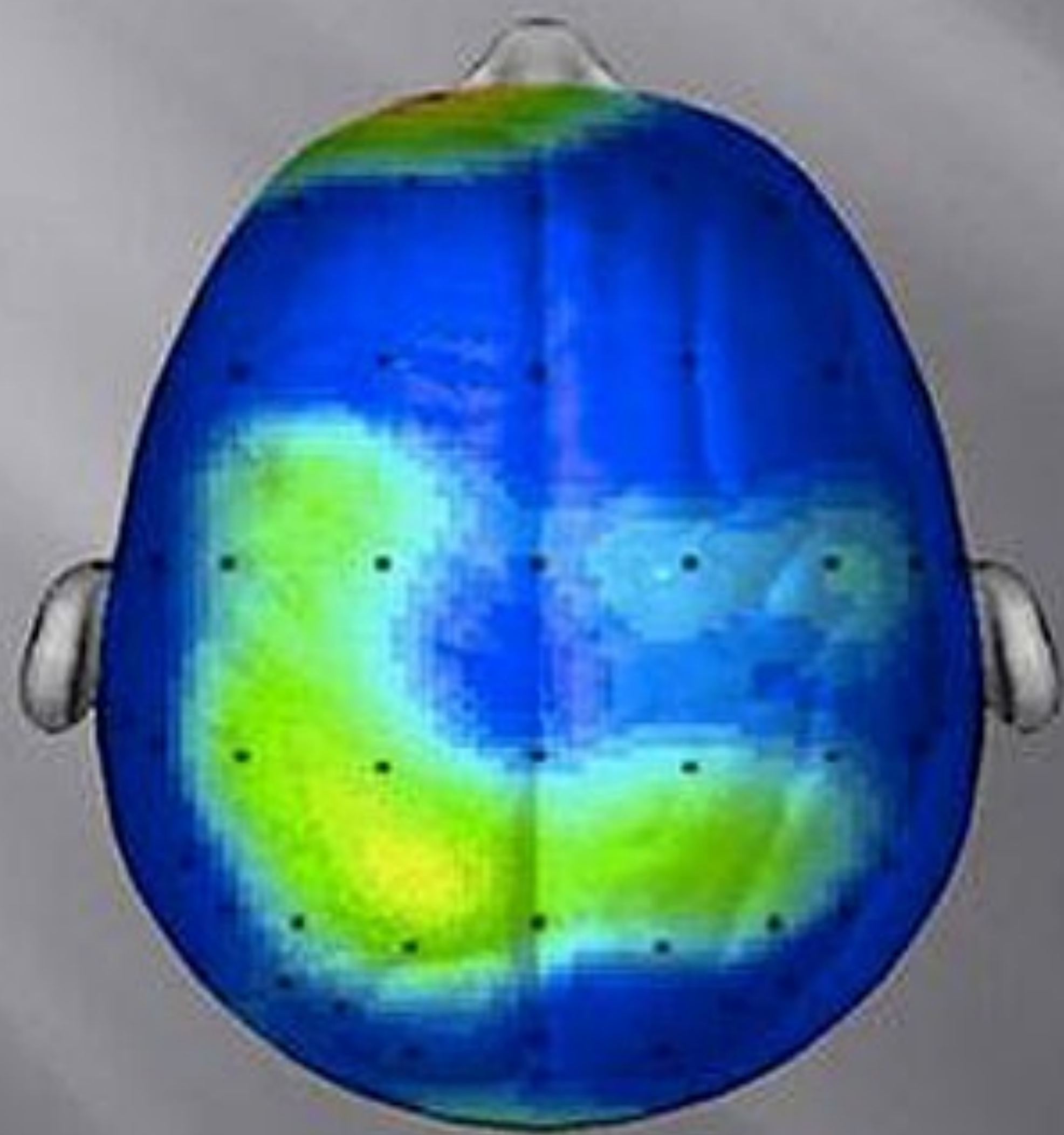
Yeah, but.. vs Yes, AND...



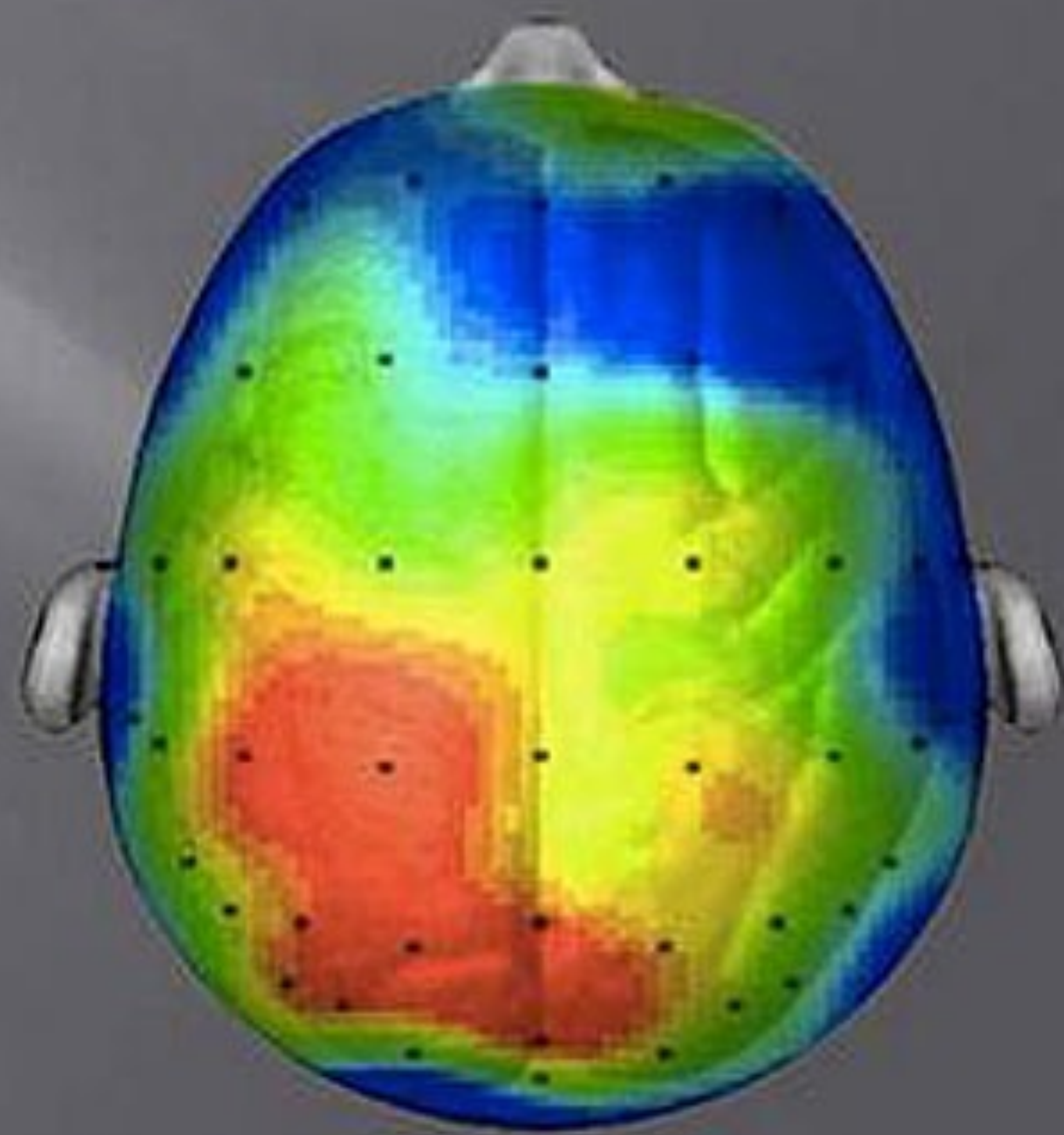
Yeah, but.. vs Yes, AND...



BRAIN AFTER SITTING  
QUIETLY



BRAIN AFTER 20 MINUTE  
WALK



Research/scan compliments of Dr. Chuck Hillman University of Illinois





# #FAILFEST

## SHAKE, DANCE, CRY

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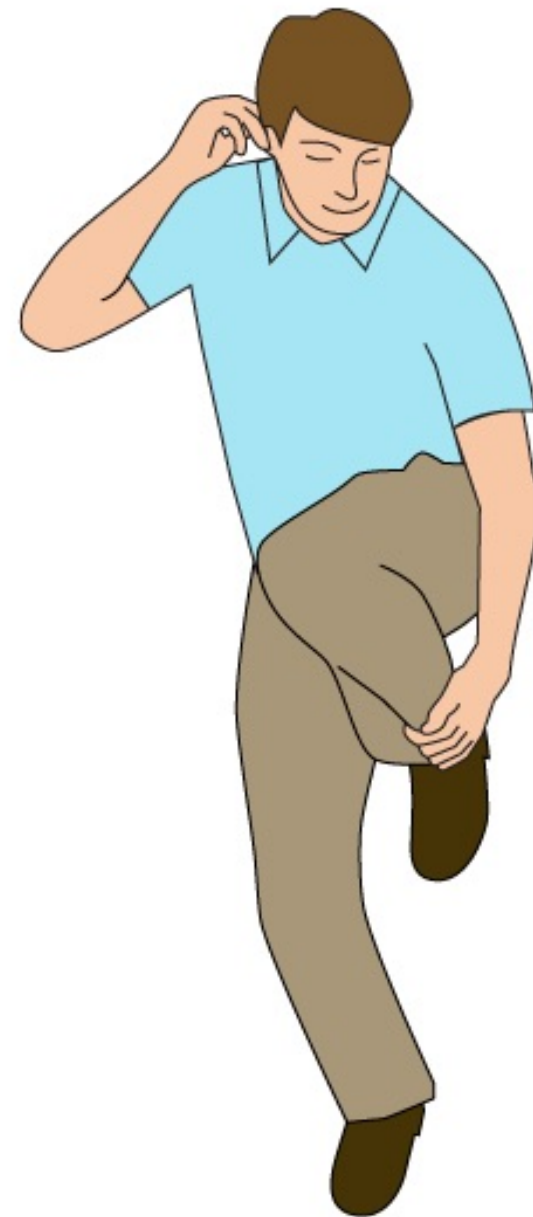


# CREATE A UNIQUE HANDSHAKE





# CREATE A DANCE MOVE





# CREATE A BATTLE CRY







# #FAILFEST

## SHAKE, DANCE, CRY

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**ENDLESS HANDSHAKE**





# #FAILFEST

## 3-WORD STORY

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TONIGHT SHOW

**WORD**

---



**THREE**

---



**STORIES**

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# #FAILFEST

## 3-WORD STORY

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FLOSS





# #FAILFEST

## 3-WORD STORY

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**BREAKFAST TACO**





# #FAILFEST

## 3-WORD STORY

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**ENDLESS HANDSHAKE**



**#FAILFEST**

**"THINKING ON THE  
FLY"**

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00

SECONDS

“THINGS FOUND

AT” A BBQ





00

SECONDS

1980's

MUSICIANS/BANDS



**#FAILFEST**

**"THINKING ON THE  
FLY"**

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**ENDLESS HANDSHAKE**





#FAILFEST

TEAM CHARADES

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$$1 + 1 = 2$$



**"TABLE & CHAIR**



EGGS & BACON



EARTH & MOON



$$2 + 2 = 4$$



**"THE MATRIX"**



JAWS



WIZARD OF OZ



$$4 + 4 = 8$$



"THE WATER

CYCLE



ERUPTING

VOLCANO



$$8 + 8 = 16$$



STONE HENGE



EFFEL "T"OWER





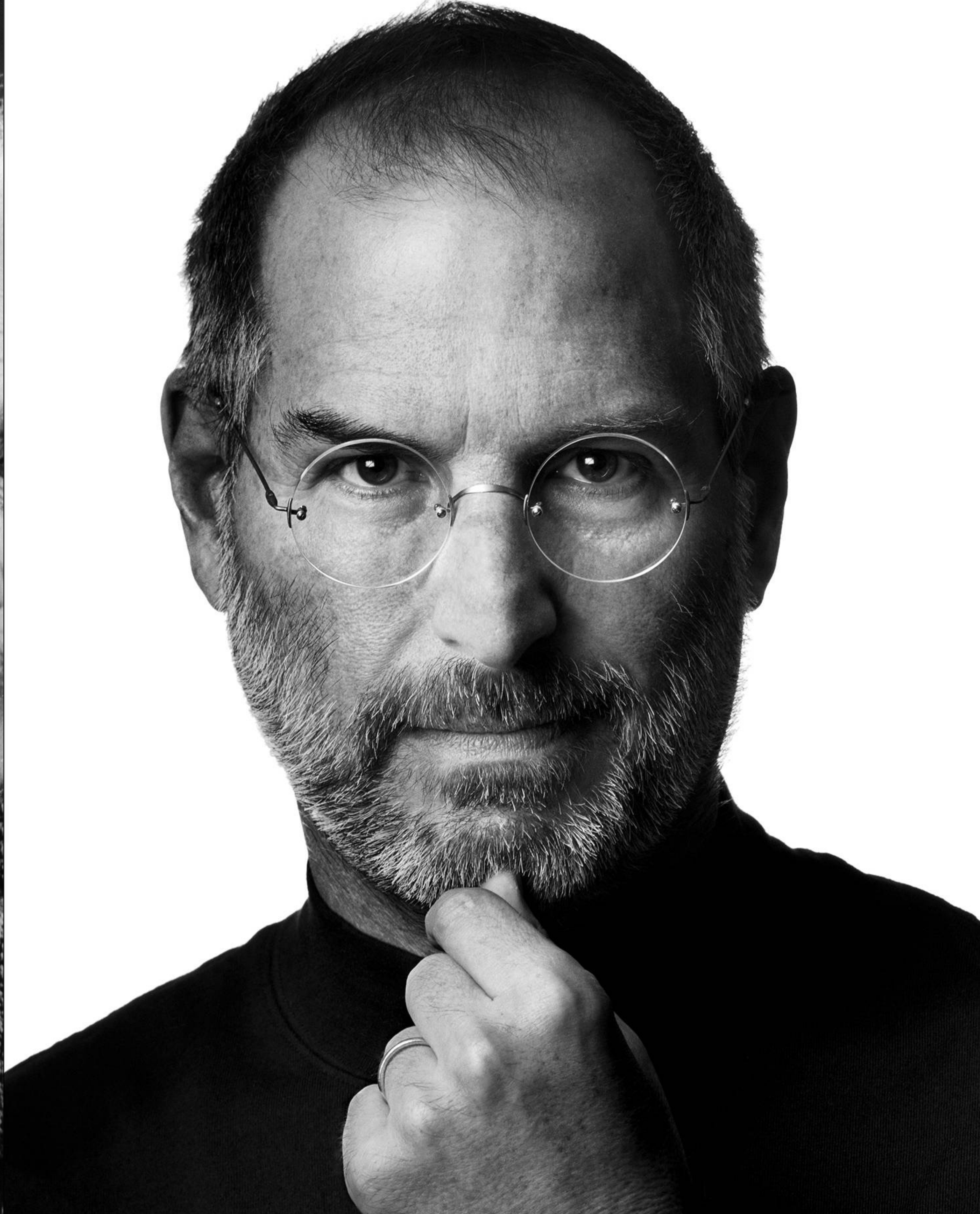
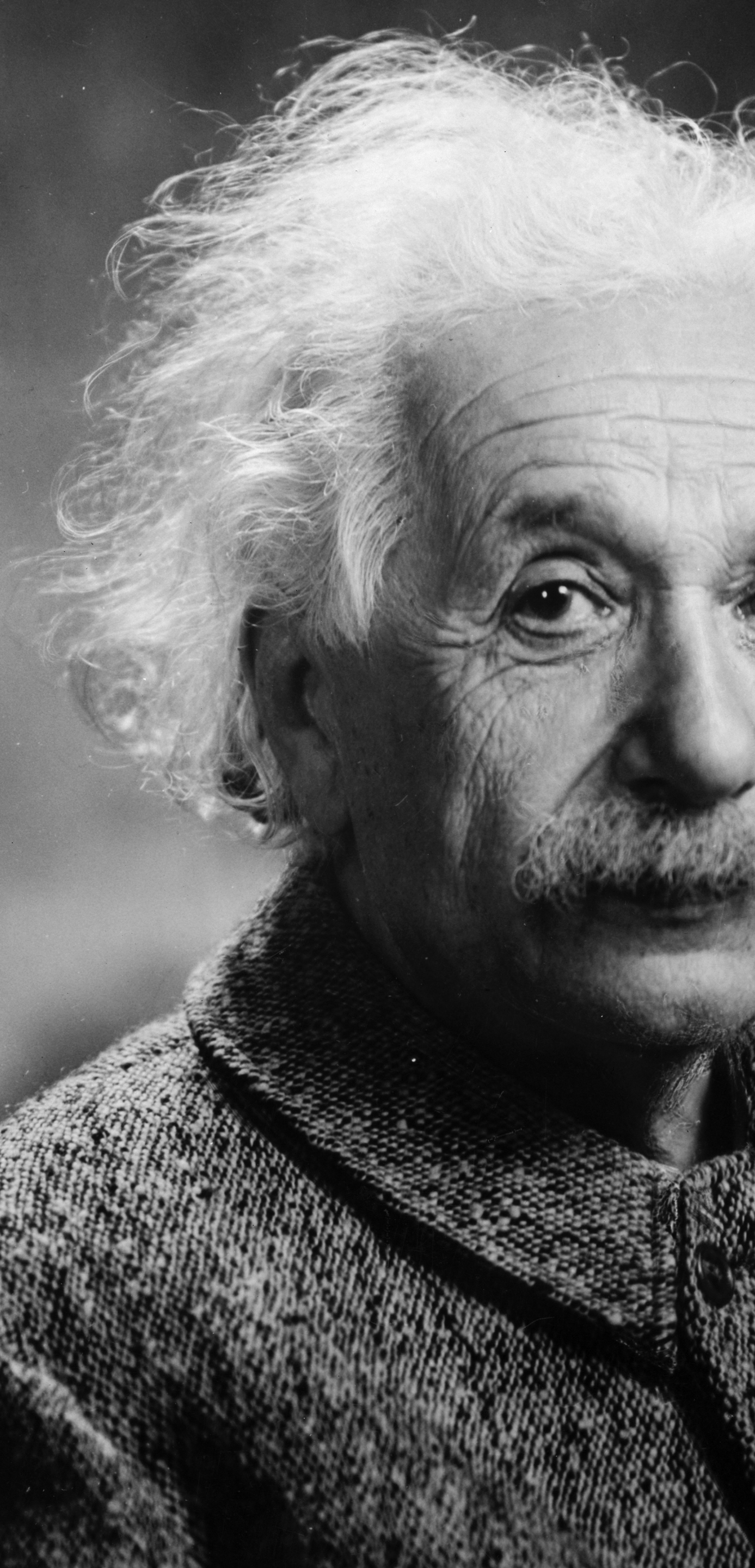
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TEAM CHARADES

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A person is standing on the edge of a dark, jagged rock formation. The background shows a vast landscape with green hills and a layer of white clouds. The sky is overcast and grey.

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