

READY SET

FAIL!

USING FAILURE AND
RISK-TAKING TO
CULTIVATE CREATIVITY

@MRHOOKER

CARL HOOKER



READY SET

FAIL!

EDUCATOR FOR 23+ YEARS

FORMER DIRECTOR OF INNOVATION

7-TIME AUTHOR

FUTURE READY SCHOOLS

NATIONAL FACULTY MEMBER

K12LEADERS FOUNDER

@MRHOOKER

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WHY IS
FAILURE
IMPORTANT?



CARL HOOKER



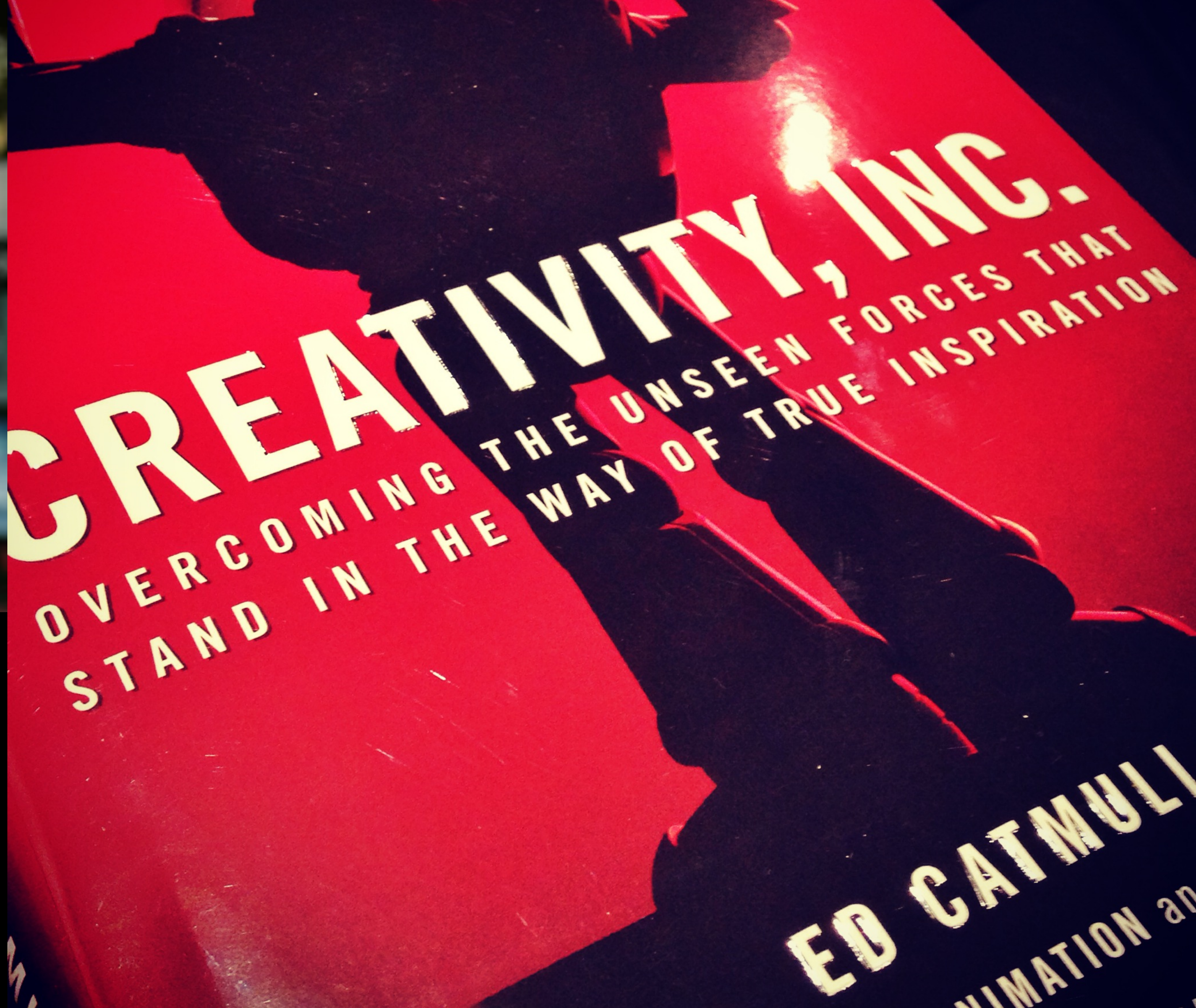


**WHY CHANGE
AND TAKE A RISK
WHEN WE'VE
BEEN
SUCCESSFUL?**

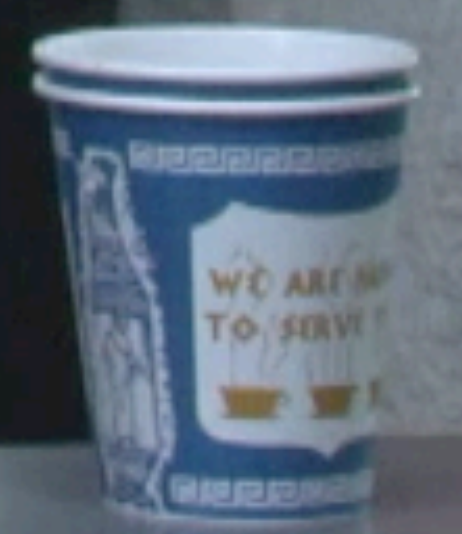


Ed Catmull

President
of Pixar



Recorded 8/11/16





RISK

FEAR



FAMOUS

Failures







GAME OF THRONES

**SPOILER
ALERT!**



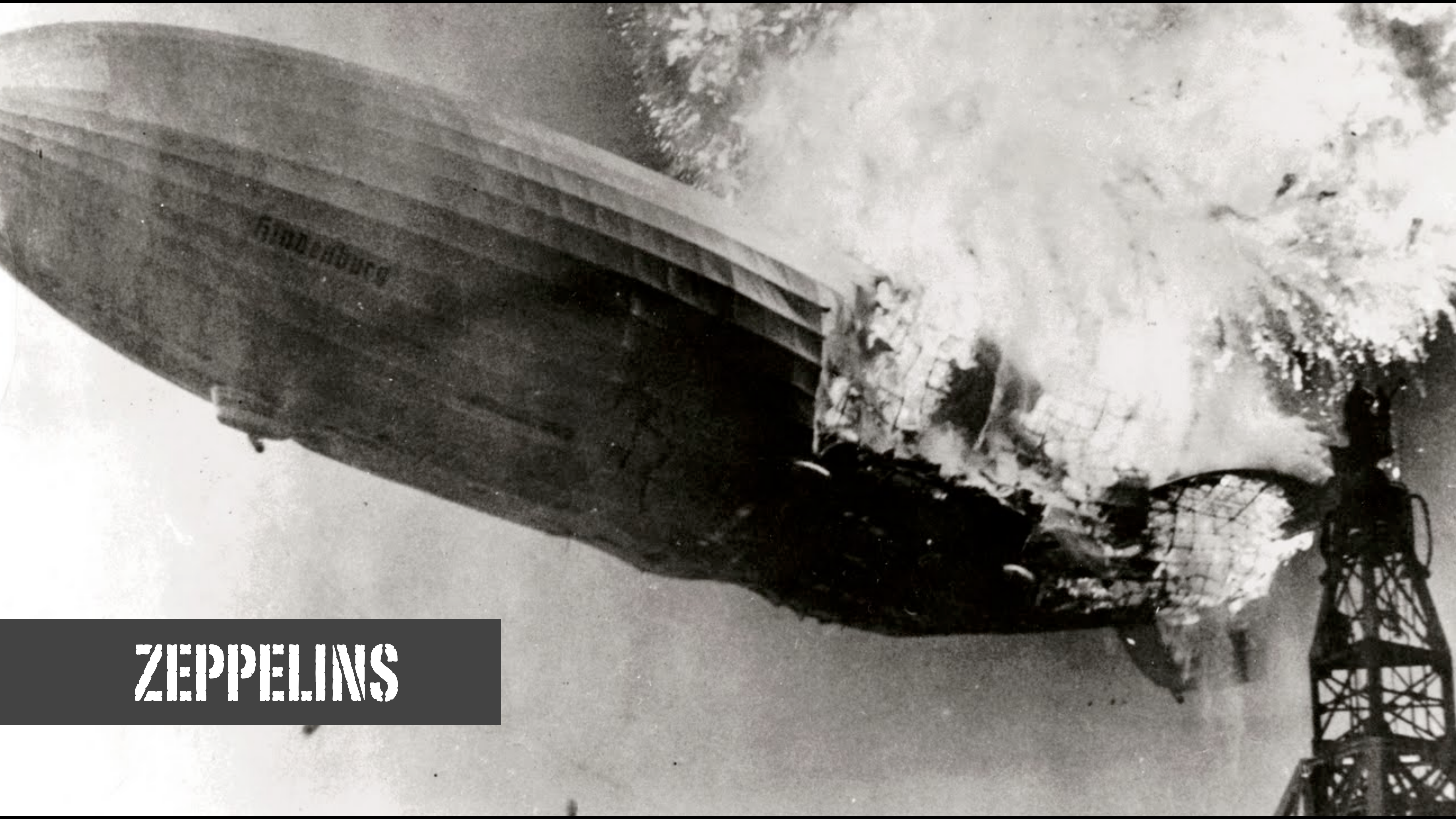


NOT ALL

RISKS

ARE

SUCCESSFUL.



ZEPPELINS

EDSEL



APPLE'S LISA

NEW COKE



PEPSI CLEAR





MILLI VANILLI



RISK

FAILLURE









READY SET

FAIL!



SHARE A TIME
YOU TOOK A RISK
AND FAILED

@MRHOOKER

CARL HOOKER





FEAR

6 Barriers TO CREATIVITY

#1

DISCOMFORT WITH
THE UNKNOWN



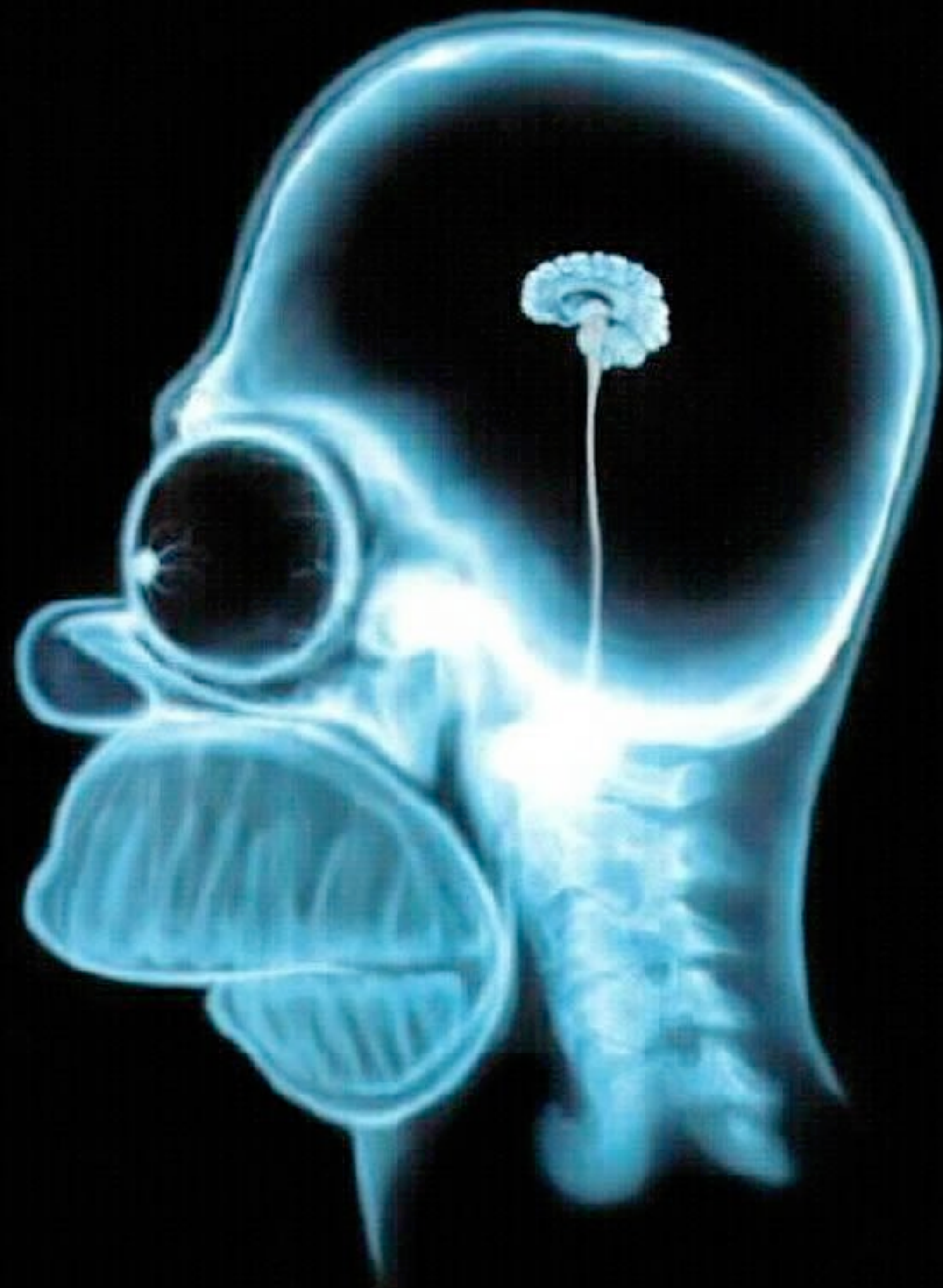
6 **Barriers** TO CREATIVITY

#2

"TREATING

"NOT KNOWING" AS A

PERMANENT CONDITION



6 **Barriers** TO CREATIVITY

#3

RISKING **EXPOSURE** AND
BEING **JUDGED**

UTOMOTIVE
REPAIR

20TH CENTURY
POETRY

ULUS

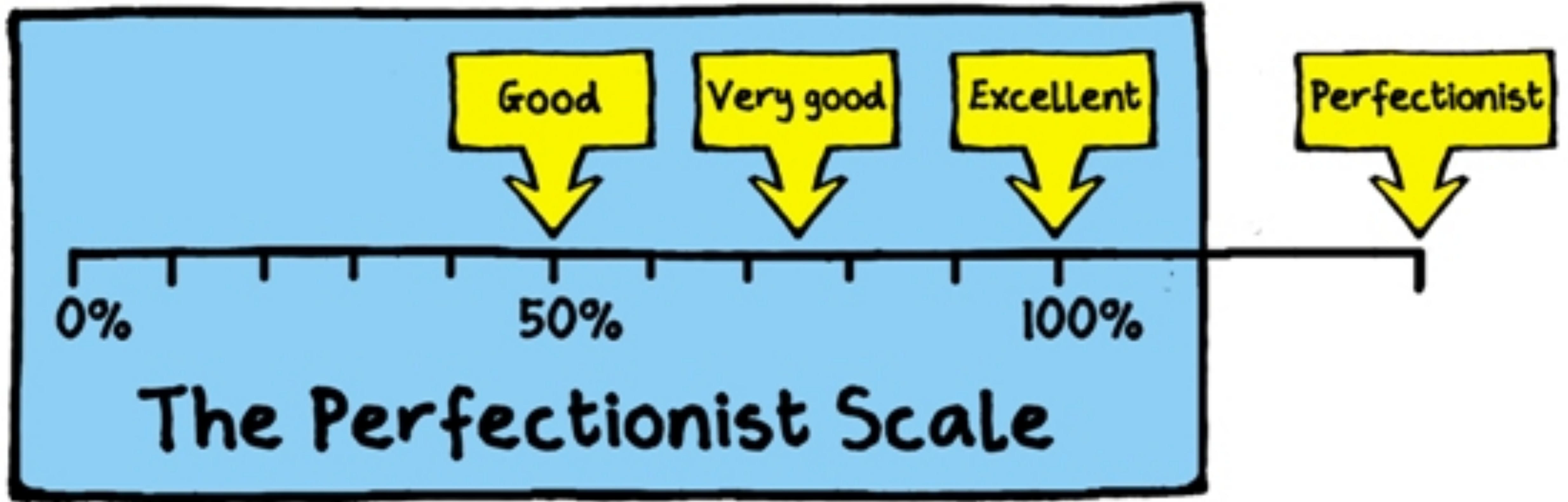
BUSINESS
ETHICS

SHAKESPEAR

6 **Barriers** TO CREATIVITY

#4

DEMANDING **PERFECTION**
FROM YOURSELF



6 **Barriers** TO CREATIVITY

#5

"TREATING

FAILURE

AS WASTED TIME

6 **Barriers** TO CREATIVITY

#6

FEAR OF HAVING
YOUR IDEA **REJECTED**

RISK



REJECTION

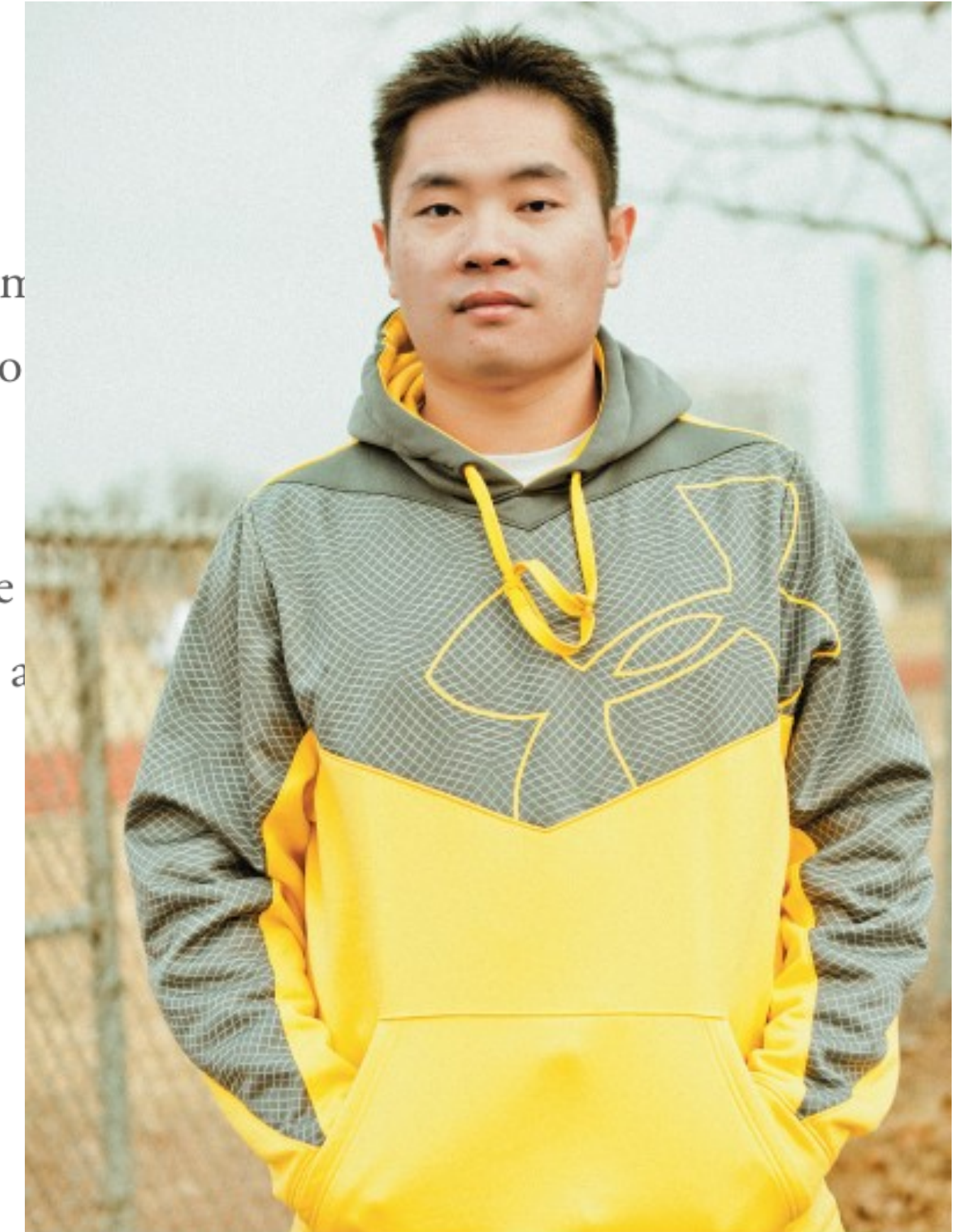
100 DAYS OF REJECTION THERAPY

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.

[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

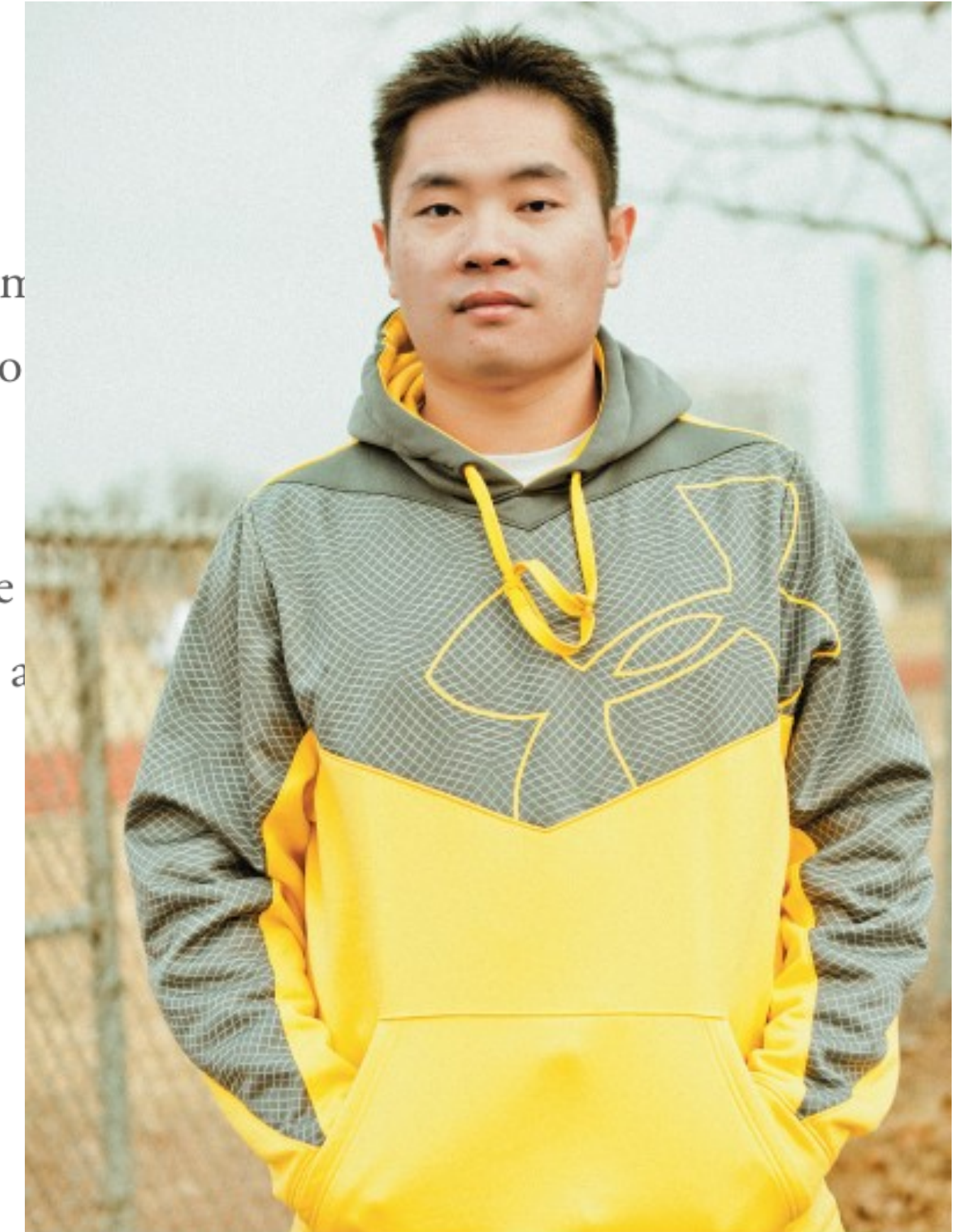
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- [<fav> Rejection 3: Ask For Olympic Symbol Doughnuts](#)
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6 BARRIERS TO CREATIVITY



- **Discomfort** with the unknown
- Treating “**not knowing**” as a permanent condition
- **Risking** exposure, risking being **judged**
- Demanding **perfection** from yourself
- Treating **failure** as “wasted time”
- Fear of **rejection**

6 BARRIERS TO CREATIVITY



Discomfort

not knowing

Risking

rejection judged

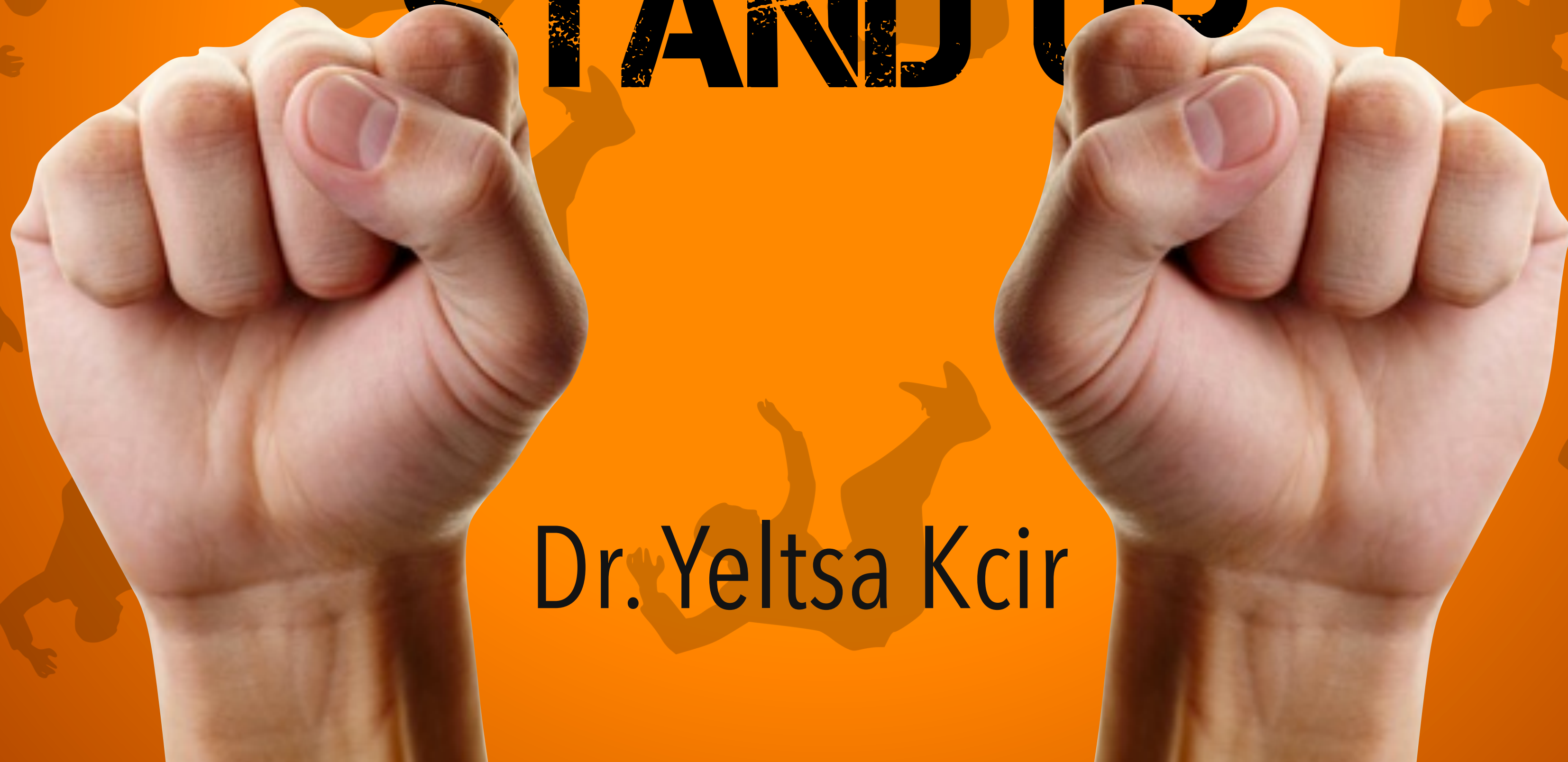
failure

perfection



15 SECOND DISTRESSING TECHNIQUE

STAND UP



Dr. Yeltsa Kcir

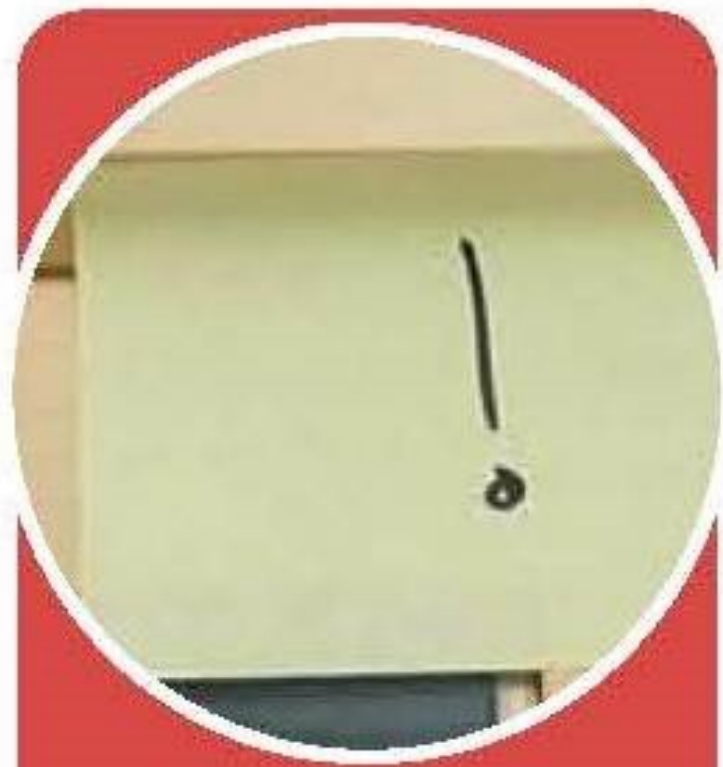


15 SECOND DISTRESSING TECHNIQUE

RICK ASTLEY

Dr. Yeltsa Kcir

Perceptions of Failure Within a Team



Deviance



Inattention



Lack of Ability



Process Inadequacy



Task Challenge



Process Complexity



Uncertainty



Spectrum of perceptions of failure within a team.

Referenced: Amy Edmonson 'Strategies for Learning from Failure' <https://hbr.org/2011/04/strategies-for-learning-from-failure>

Zone of Learning

Mistakes

Experiments

Practices

Success

You got lucky and succeeded despite your mistakes.

You tried something new that worked and learned from it.

You tried something new and practiced it over and over again until it turned into a success.

Success

Failure

You failed as a result of your mistakes and effort.

You tried something new that didn't work and you learned from it.

You practiced but failed due to bad luck.

Failure

OUTCOME

BEHAVIOR



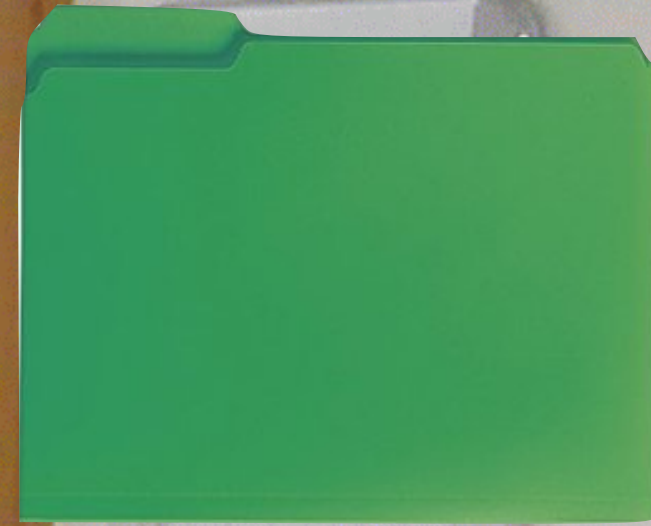
You are welcome to visit my room. We are rocking it!



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

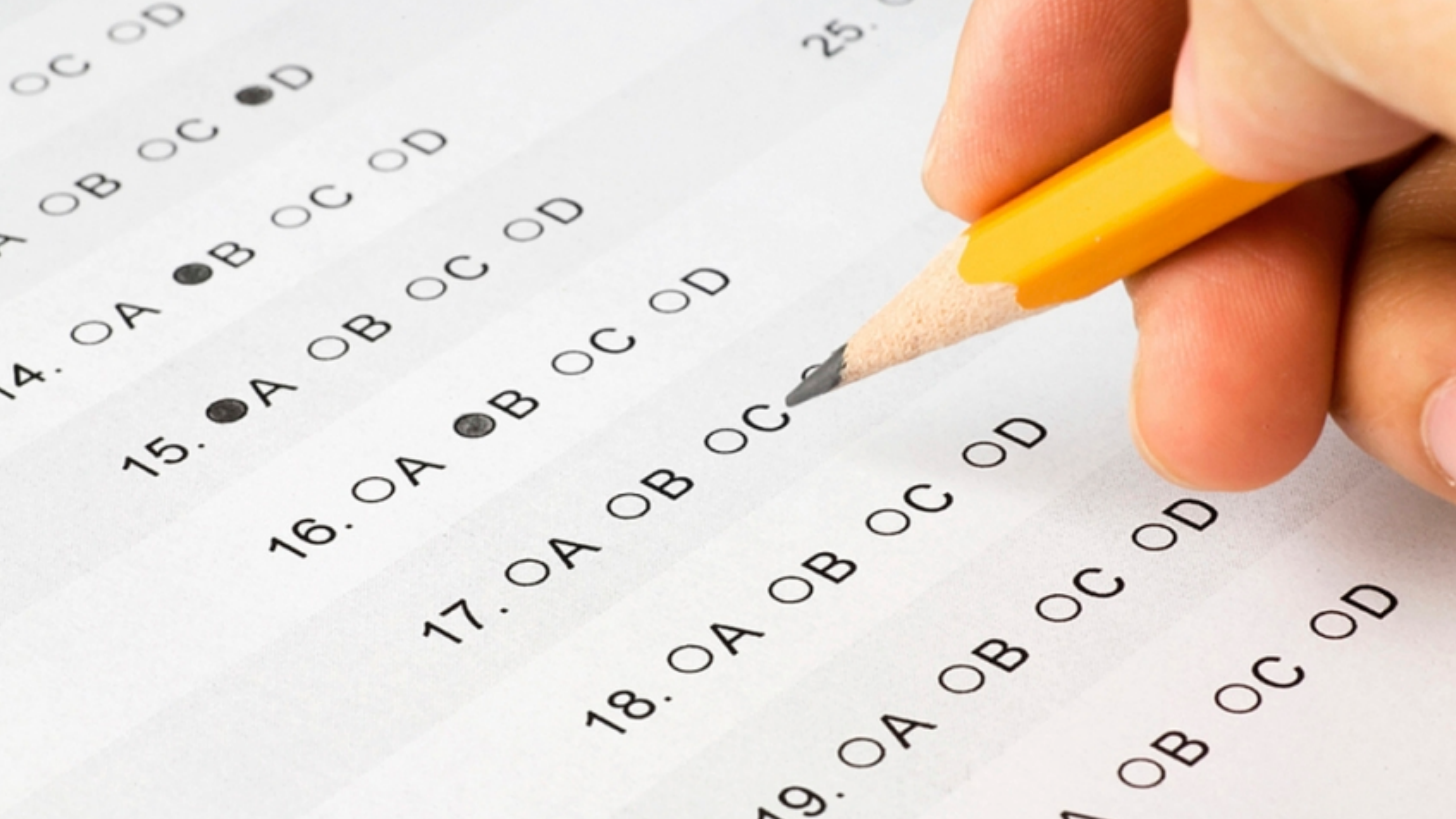
嚴禁
相攘力士飲用



211
教室
Lecture Room

嚴禁 相撲力士飲用

Dr. Roger T. Sun
M.D., Ph.D.
Professor of Biology
and
Director of the Center for
Molecular Biology and
Genetics



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



IS SOMEONE OUT

"THERE READY TO

"TAKE A

RISE?

pechaflickr

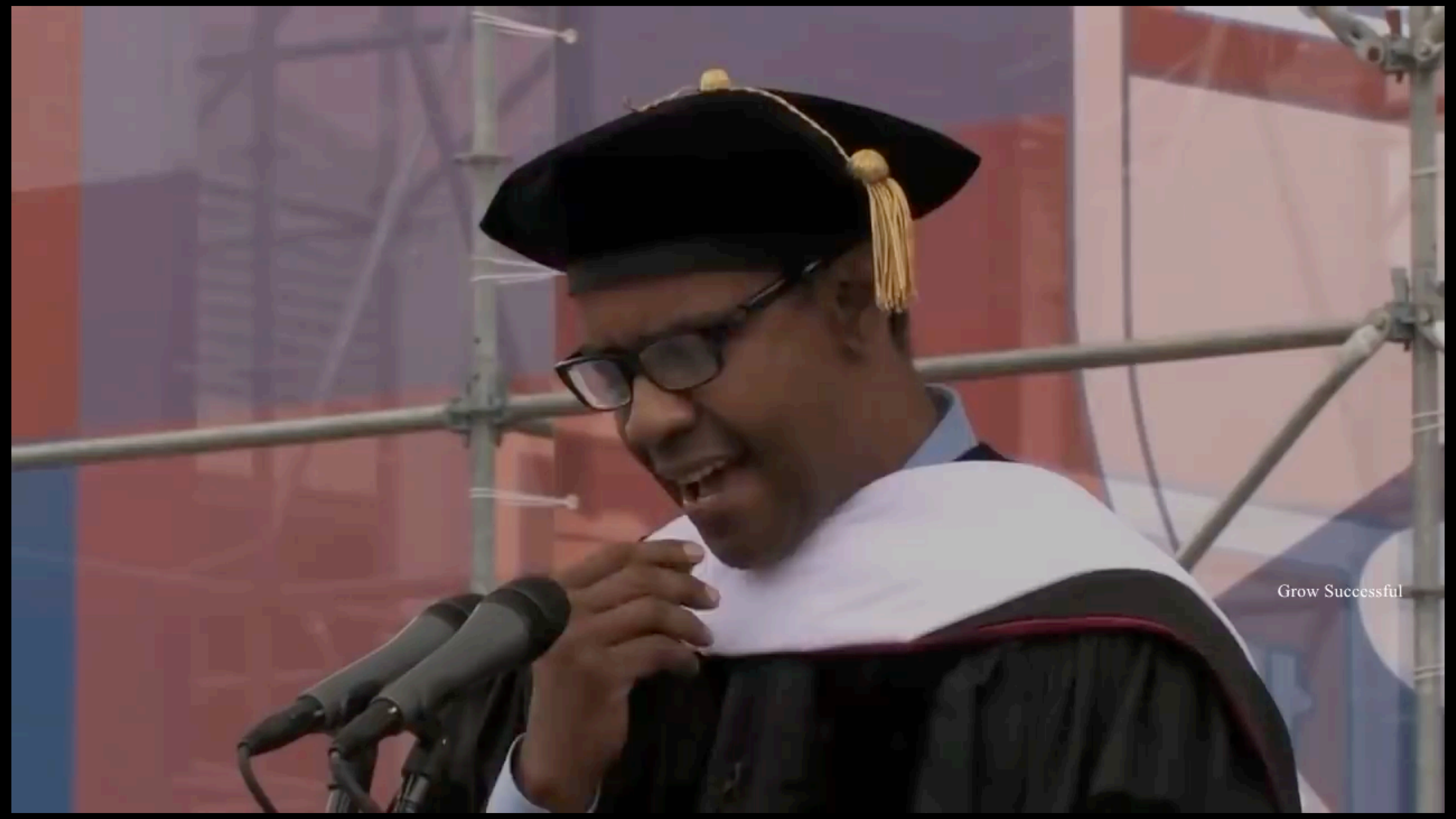
dog

▶ Advanced Options

play

pechaflickr = the sound of random flickring

Can you improv a coherent presentation from images you have never seen?
Pechaflickr is a mashup of pechakucha and powerpoint karaoke created by Alan Levine.



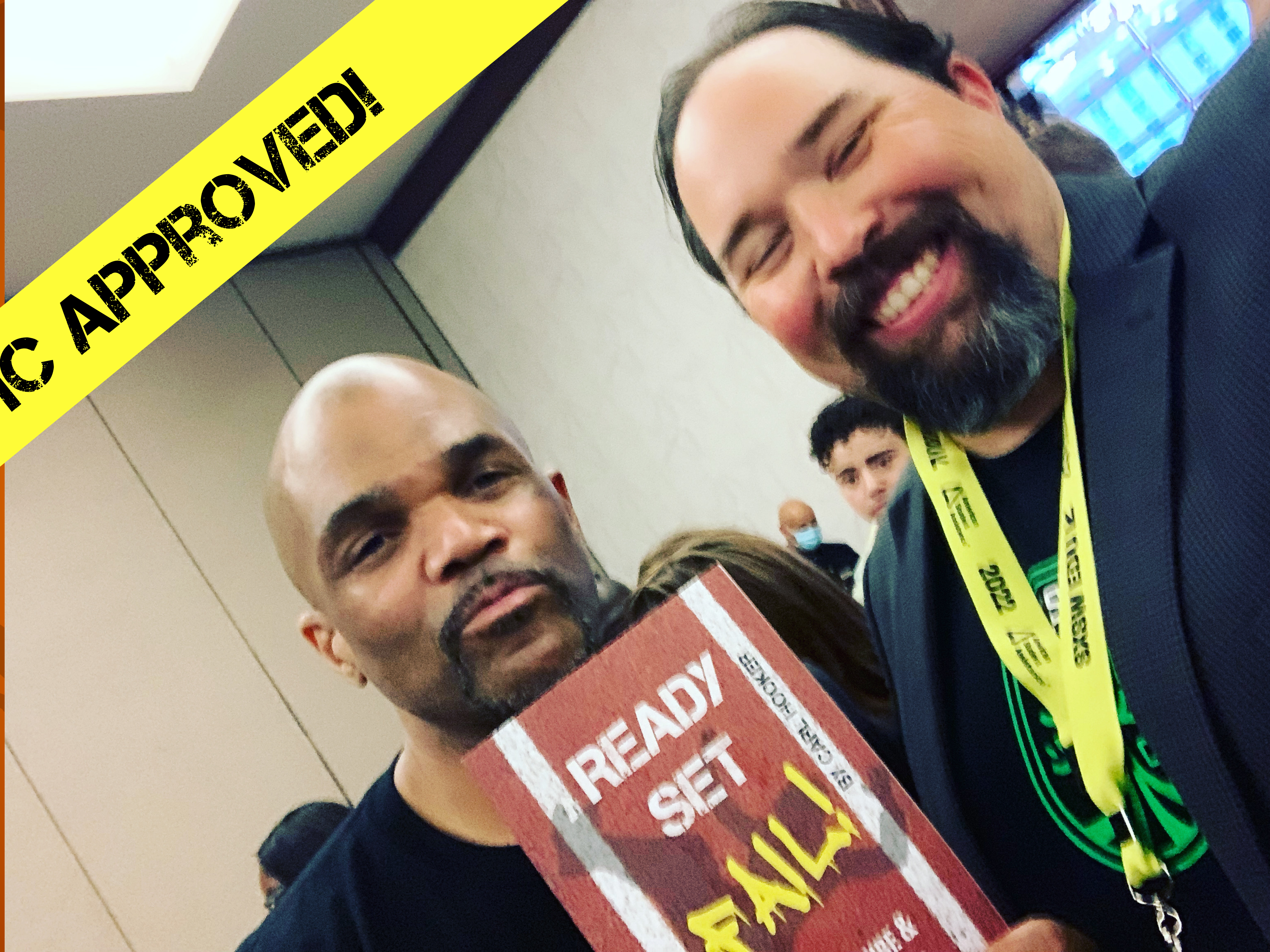
Grow Successful

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

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



DMC APPROVED!



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