

READY SET

FALL!

USING FAILURE AND
RISK-TAKING TO
CULTIVATE CREATIVITY

@MRHOOKER

CARL HOOKER

EMBRACING FAILURE

Discuss a time you failed or had a “happy accident.”
Why did you fail? How did you feel afterwards? Who supported you? Did you ever try it again?

@MIRHOOKER

CARL HOOKER

EMOTIONS AND

FAILURE

Frustration

Embarrassment

Disappointment

Anger

Self-doubt

Denial

Anxiety

Shame

Avoidance

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

-Sir Ken Robinson



Zone of Learning

Mistakes

You got lucky and succeeded despite your mistakes.

Experiments

You tried something new that worked and learned from it.

Practices

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

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.

OUTCOME

Success

Failure

Success

Failure

BEHAVIOR



RISK

FEAR

READY SET

FAIL!

WHAT IS
SOMETHING THAT
STOPS YOU FROM
TAKING RISKS AND
BEING CREATIVE?



Creating a Culture of Innovation



Learning Organization

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

-wikipedia

Culture of Innovation

- 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...

**READY TO TAKE
SOME RISKS?**



ENDLESS HANDSHAKE



ENDLESS FIST BUMP

READY SET **FAIL!**

"I" THREE WORD STORY

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TONIGHT SHOW

WORD

✂

THREE

✂

STORIES

✂

READY SET **FAIL!**

"I" THREE WORD STORY

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"TACO"

READY SET **FAIL!**

"I" THREE WORD STORY

@MRHOOKER

CARLHOOKER.COM

FLOSS

READY SET **FAIL!**

"I"
**THREE WORD
STORY
REFLECTION**

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ENDLESS FIST BUMP

READY SET **FAIL!**

"I"
"THINKING"
ON "THE FLY"

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00

SECONDS

"THINGS FOUND AT A BBQ COOK-OUT"



list 50 things you would find at a bbq cook-out

< 2 / 2 >



Stop generating

READY SET **FAIL!**

"I"
THINKING
ON "THE FLY"
REFLECTION

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ENDLESS FIST BUMP

READY SET **FAIL!**

REVERSE CHARADES

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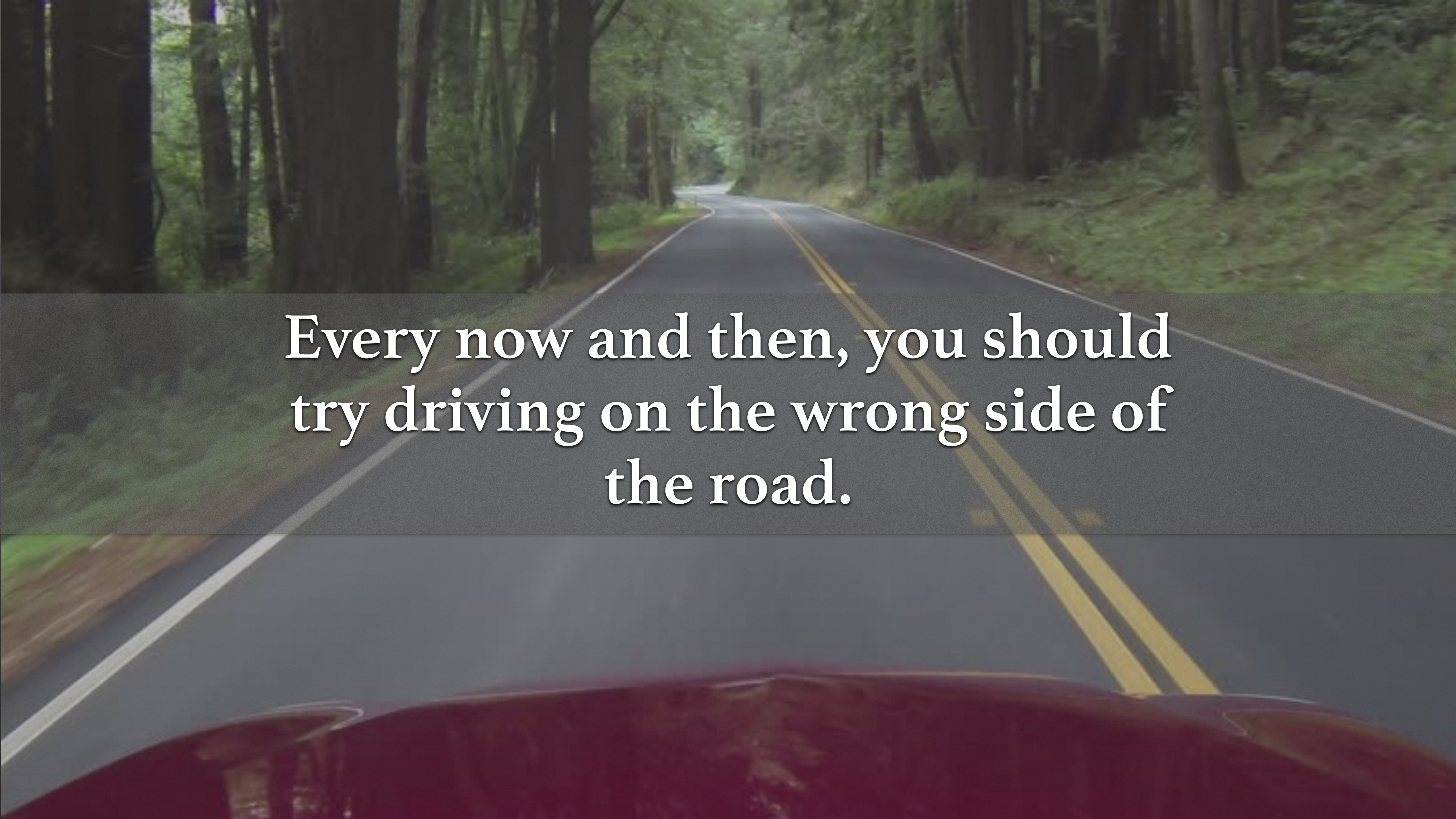
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READY SET **FAIL!**

REVERSE
CHARADES
REFLECTION

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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

The image features a teal background with two white line-art profiles of human heads facing each other. Inside the head on the left, a lightbulb is depicted, filled with various gears of different sizes. The head on the right is a simple outline. A dark teal horizontal band is centered across the image, containing the text 'LATERAL THINKING EXERCISE' in white, uppercase, sans-serif font.

LATERAL THINKING EXERCISE

I'm having a party...



ENDLESS FIST BUMP

READY SET **FAIL!**

ALPHABITS

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A . . . B . . . C . . . D . . . E . . .

READY SET

FAIL!

02

MINUTES

00

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READY SET **FAIL!**

ALPHABET'S REFLECTION

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ENDLESS FIST BUMP

READY SET **FAIL!**

**WHAT'S
BEHIND ME?**

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READY SET **FAIL!**

**WHAT'S
BEHIND ME?**

@MRHOOKER

CARLHOOKER.COM

SANTA CLAUS
holding a **BEER**
at the **BEACH**



READY SET **FAIL!**

**WHAT'S
BEHIND ME?**

@MRHOOKER

CARLHOOKER.COM



Two people with
PUMPKIN
HEADS dancing
the **SALSA** at
the **GRAND**
CANYON

READY SET **FAIL!**

**WHAT'S
BEHIND ME?**

@MRHOOKER

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SPIDERMAN
jumping on a
HAMBURGER
BIRTHDAY
CAKE on **MARS**

READY SET **FAIL!**

**WHAT'S
BEHIND ME?**

@MRHOOKER

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RYAN
GOSLING
wearing **80's**
Sunglasses at
the **Leaning**
Tower of Pisa



READY SET **FAIL!**

WHAT'S
BEHIND ME?
REFLECTION

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ENDLESS FIST BUMP

READY SET **FAIL!**

"I" TEAM CHARADES

@MRHOOKER

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$$1 + 1 = 2$$

"I" TABLE & CHAIR

EGGS & BACON

EARTH & MOON

READY SET **FAIL!**

"I" TEAM CHARADES

@MRHOOKER

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$$2 + 2 = 4$$

"THE MATRIX"

JAWS

TITANIC

READY SET **FAIL!**

"I" TEAM CHARADES

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$$4 + 4 = 8$$

"THE WATER

CYCLE

ERUPTING

VOLCANO

READY SET **FAIL!**

"I" TEAM CHARADES

@MRHOOKER

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$$8 + 8 = 16$$

STONE

HENGE

EIFFEL TOWER

READY SET **FAIL!**

**"I"
TEAM
CHARADES
REFLECTION**

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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.



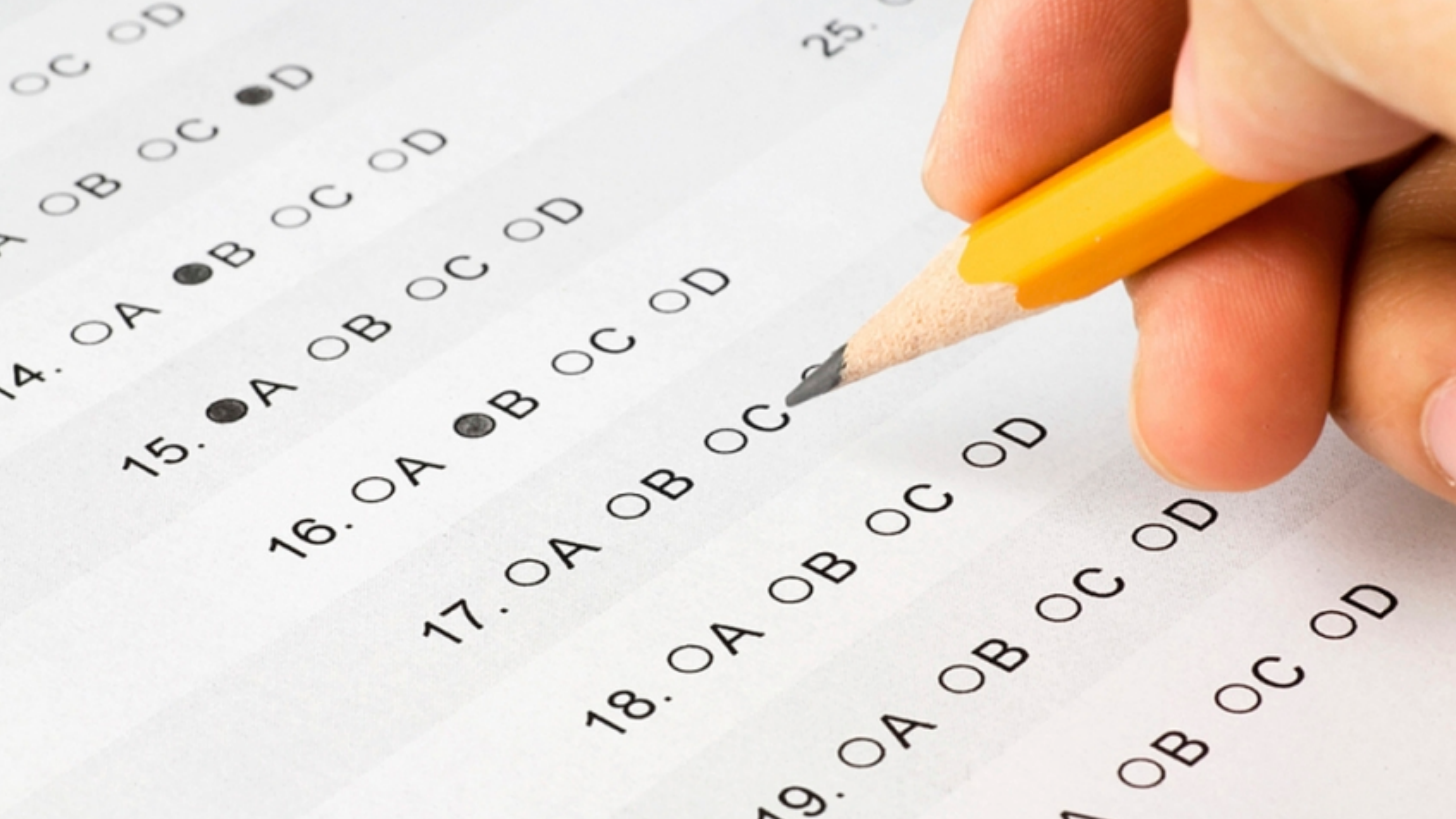
211
教室
Lecture Room

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



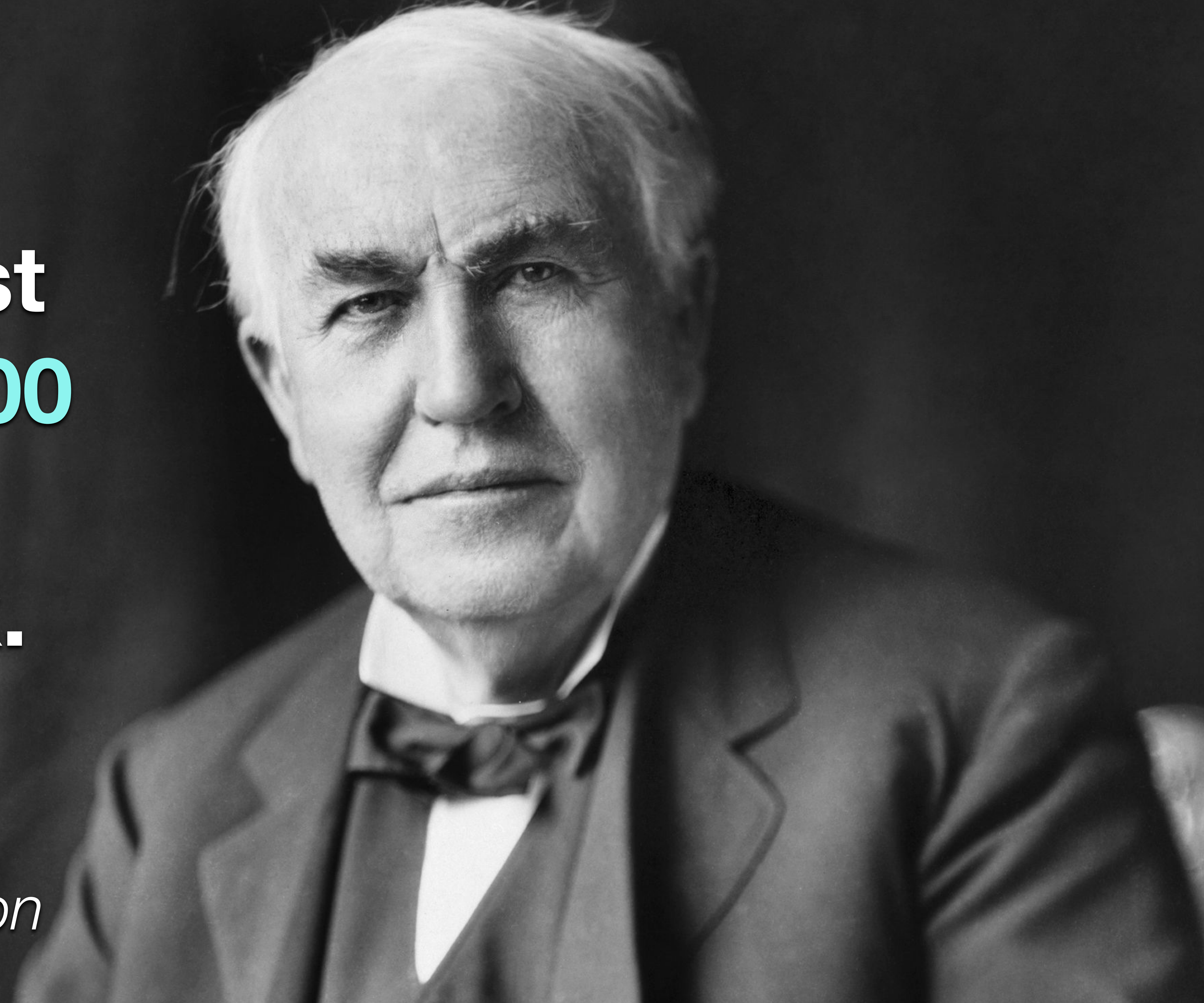
211
教室
Lecture Room



嚴禁
相撲力士飲用

**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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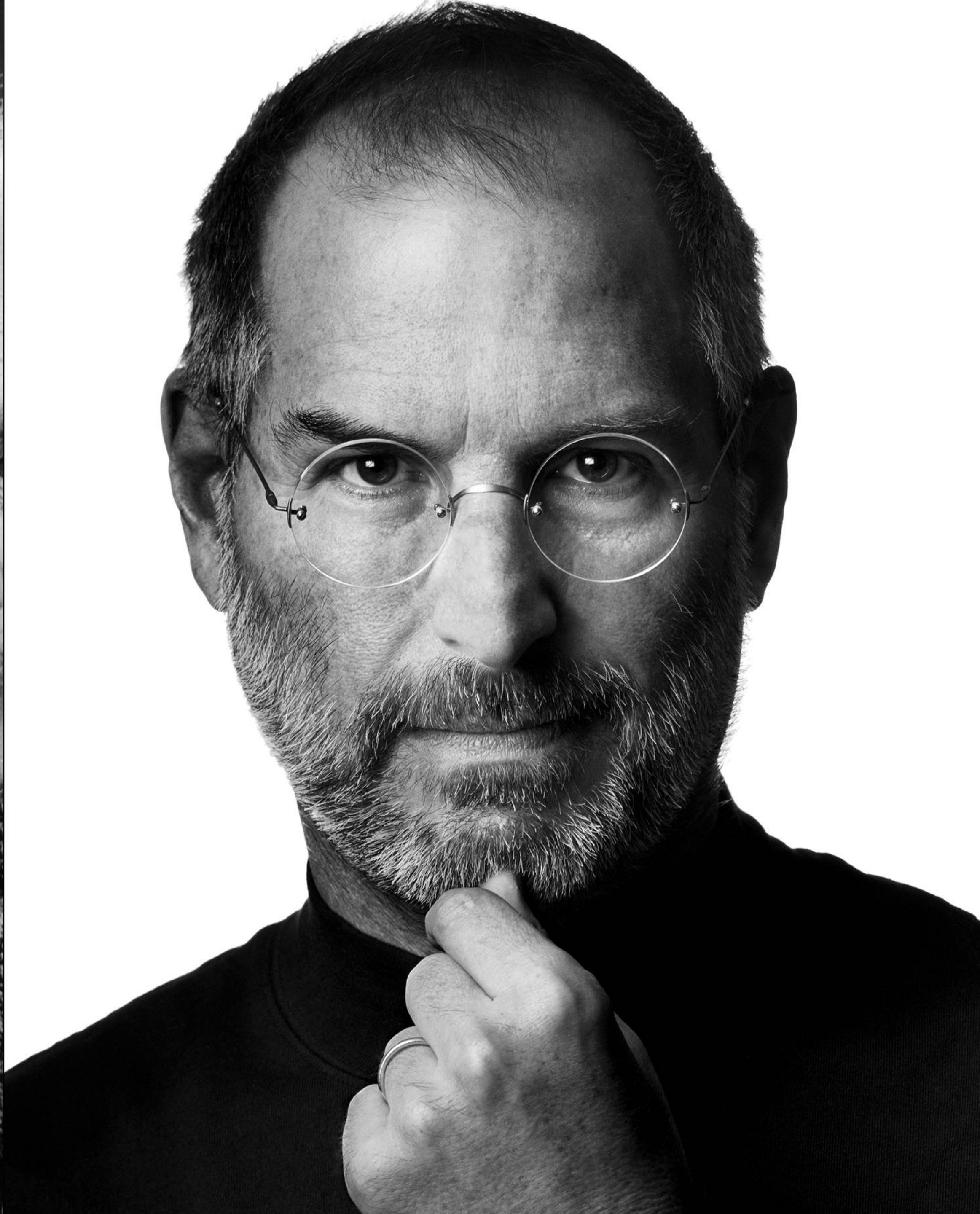
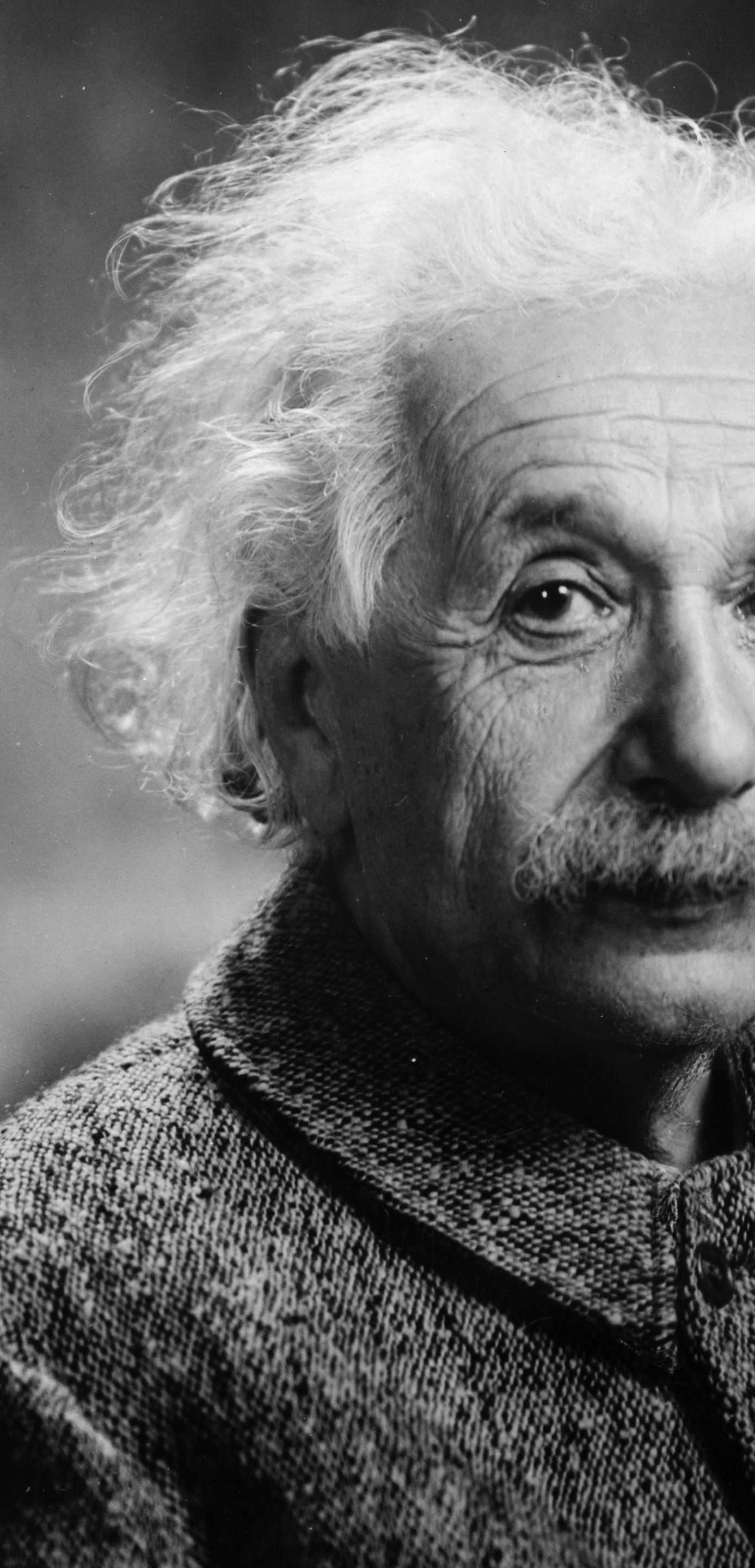
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FALL FEST

A INTERACTIVE LEARNSHOP
ON RISK-TAKING

CARL@HOOKERTECH.COM

MRHOOK.IT/STNY

@MRHOOKER

CARL HOOKER