

OVERCOMING FAILURE

Success and Failure can be considered as two sides of the same coin.

Everyone fears failure. But breakthroughs depend on it. The best people embrace their mistakes and learn from them.

What is Failure?

Failure in general refers to the state or condition of not meeting a desirable or intended objective. It may be viewed as the opposite of success.

Criteria for failure

The criteria for failure are heavily dependent on context of use, and may be relative to a particular observer or belief system. A situation considered to be a failure by one might be considered a success by another, particularly in cases of direct competition or a zero-sum game. As well, the degree of success or failure in a situation may be differently viewed by distinct observers or participants, such that a situation that one considers to be a failure, another might consider to be a success, a qualified success or a neutral situation.

It may also be difficult or impossible to ascertain whether a situation meets criteria for failure or success due to ambiguous or ill-defined definition of those criteria. Finding useful and effective criteria, to judge the success or failure of a situation may itself be a significant task.

Nobody wants to fail in any business or personal situation. However, no one is also perfect, and failure is a natural part of being human.

Despite this apparent inevitability, failure should still be pro-actively addressed and not simply accepted in an effort to prevent a recurrence in the future. This approach requires recognition of the cause of failure.

The common causes for failure are:

1. Blaming others for our mistakes or giving excuses
2. Blaming ourselves for everything that goes wrong
3. Having low or no or the wrong goals
4. Looking for short cuts that don't exist
5. Taking the hardest or longest road to our goal
6. Neglecting details
7. Quitting
8. Living in the past
9. Falling for the illusion of success
10. Not planning.

These causes could be put under three categories they are:

1. Misjudgments
2. Imperfect Planning
3. Inadequate Implementation

These causes can also be mistakes. So to overcome them undo your mistakes or the causes and take new action. To do so we need to know to deal with the feelings of failure and once we do that it is easy to fight back. Here are 3 tips for dealing with feelings of failure so that you can suit up and walk back out onto the arena to try again.

1. Treat whatever it is that you are trying to succeed at as an ongoing experience or experiment and apply the scientific method described here. If your experiment reveals that your hypothesis was wrong, then you reject that hypothesis. You then go on to construct a new hypothesis based on the data or feedback you collected, and you proceed to test your new hypothesis. Continue applying the same process until you find a hypothesis that is correct.

By applying this approach to your endeavors you haven't failed when something doesn't work. Instead, you're acquiring knowledge; you're collecting, analyzing, and recording data; and you're systematically moving toward discovering what does work.

2. Use humor and laughter to alleviate the negative emotions that often accompany failure. Laughter is now being studied for its medicinal qualities and its ability to reduce stress. It has been found to lower blood pressure and raise endorphin activity in the body.

3. Take care of yourself. It's easier to deal with feelings of defeat in one area of your life if other areas of your life are going well. Continue to pay attention to those areas of your life that are working for you. If all of your eggs were in one basket and you would be neglecting other areas of your life, now is the time to regain some balance. The worse thing you can do is to deal with feelings of failure by adopting self-destructive behaviors such as overeating, neglecting to exercise, watching endless hours of television, and so on. The world needs people who are willing to take up challenges. Do not lose your enthusiasm.

Once you have dealt with the feelings and have taken care of yourself. Here are my top five secrets to help you turn failure into success immediately!

1) Change your view of "success" and "failure".

Most people operate with the following mental model:

SUCCESS - SELF - FAILURE

They see themselves in the middle, with success on one end and failure on the other.

They do everything they can to move toward success and away from failure. But, what if you reconfigured that model?

SELF - FAILURE - SUCCESS

Instead of viewing failure as something to be avoided, turn it into a "stepping-stone" on the path to success and gratification. In other words: Success is the destination. Failure is how you get there.

To achieve significant success in today's world, failure is not just a possibility. It's a requirement. We must see success and failure for what they truly are. They are not opposites, but instead opposite sides of the same coin.

2) Reverse your thinking

If it's true that the more we fail, the more we succeed (and it is), then your immediate goal should be to intentionally increase your failure rate! With this thought in mind, you're succeeding even when you fail. Yes, this is a counter-intuitive, reverse thinking philosophy. But trust me, it works!

Intentionally increasing failure is the basis for the "Go for No" concept. "Go for No" means the more people tell you "no," the closer you will get to ultimate success. In other words, the more people telling you "no" now, the more people will say "yes" in the long term. If they actually counted the number of times they hear "no" during a typical day or week, most people would be shocked to see how low the number actually is. Go ahead and try it!

3) Set different goals.

Everyone sets success goals. But how about setting goals for the number of times we fail? For example, rather than a salesperson setting the goal of having three orders today, he/she can set the goal of being rejected (hearing "no") 10 times. Imagine the first three prospects he/she called on said, "Yes!" Rather than being done (having hit their "yes" goal), he/she would actually be behind because he/she still has 10 "no's" to go!

The other exciting aspect of this strategy is how it keeps people "in the game" when they're "red hot." If all you have is yes goals and then you slow down (or quit) when you're successful, the hot streak ends. But if you keep going when the yesses of life are falling at your feet, the sky is the limit!

4) Celebrate your failures.

It is natural to be excited about our successes. Yes, you want to celebrate them. Yes, you want to give yourself a reward or even throw a party.

But, if the key to success is to increase our failures, then it only makes sense to celebrate our setbacks as well. Yes, you heard right: if someone turns you down, celebrate it!

When is the last time you rewarded yourself for failing? Probably never! Instead of mentally punishing yourself for not succeeding, buy yourself an ice cream cone and say, "I'm one step closer to success!" Stop letting failure have the negative hold it has on your thoughts and emotions.

5) Develop courage as a "muscle".

If failure is a vehicle that can take you to success, then courage is the fuel! Courage is a muscle. And, like any muscle, you must develop and strengthen it with lots of exercise.

As the saying goes: Use it, or lose it. It's no different with courage. Use and develop your "courage muscle" by looking fear in the eye and taking action anyway. Each time you take action, the courage muscle gets stronger.

When you don't, it atrophies. And before you know it your courage is gone. But it doesn't have to be this way. All the courage you could ever want or need to achieve every goal you have is already in you, just waiting for you to take action.

So, change your mental models, intentionally increase your failure rate, set "no" goals, celebrate your failures and see courage as a muscle, and you'll significantly increase your success rate in six months guaranteed. Remember, this strategy is not just a sales strategy. It is not just for businesses. It's for every aspect of your personal and professional lives.

MY FINAL WORD

Obviously, success is not the absence of failure. It is having the determination to never quit because "quitters never win and winners never quit."

Almost every person who has achieved anything worthwhile with his or her life has not only experienced failure but experienced it many times. No matter how badly or how many times a person fails, he is never a failure providing he gets up just one more time than he falls down. Furthermore, like a high jumper, one never discovers his full potential until he reaches his point of failure. As one person said, "Low aim, not failure, is crime." Remember, too that failure is an event, not a person.

By: NTC Team

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