



Fail Better: Design Smart Mistakes and Succeed Sooner

Anjali Sastry, Kara Penn

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If you're aiming to innovate, failure along the way is a given. But can you fail *better*?

Whether you're rolling out a new product from a city-view office or rolling up your sleeves to deliver a social service in the field, learning why and how to embrace failure can help you do better, faster. Smart leaders, entrepreneurs, and change agents design their innovation projects with a key idea in mind: *ensure that every failure is maximally useful*.

In *Fail Better*, Anjali Sastry and Kara Penn show how to create the conditions, culture, and habits to systematically, ruthlessly, and quickly figure out what works, in three steps:

1. Launch every innovation project with the right groundwork
2. Build and refine ideas and products through iterative action
3. Identify and embed the learning

Fail Better teaches you how to design your efforts to test the boundaries of your thinking, explore crucial interdependencies, and find the factors that can shift results from just acceptable to groundbreaking—or even world-changing. Practical instructions intertwined with compelling real-world examples show you how to:

- Make predictions and map system relationships ahead of time so you can better assess results
- Establish how much failure you can afford
- Prioritize project activities for disconfirmation and iteration
- Learn from every action step by collecting and examining the right data
- Support efficient, productive habits to link action and reflection
- Distill, share, and embed the lessons from every success and failure

You may be a *Fortune* 500 manager, scrappy start-up innovator, social impact visionary, or simply leading your own small project. If you aim to break through without breaking the bank—or ruining your reputation—this book is for you.

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Spent a free the perfect time to be fun activity to complete! A lot of people spent their spare time with their family, or their friends. Usually they performing activity like watching television, planning to beach, or picnic inside the park. They actually doing ditto every week. Do you feel it? Do you want to something different to fill your own personal free time/ holiday? Can be reading a book is usually option to fill your cost-free time/ holiday. The first thing you ask may be what kinds of book that you should read. If you want to try out look for book, may be the book untitled Fail Better: Design Smart Mistakes and Succeed Sooner can be excellent book to read. May be it can be best activity to you.

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