DESTIGMATIZING FAILURE

Taking the stigma away from failure makes others feel secure to admit their mistakes, creating a psychologically safe environment to grow and innovate.

One way to start is by naming your own mistakes, and then invite discussion on how to avoid them in the future. This allows others to feel safe to do the same.

Traditional Frame		Destigmatizing Frame
Failure is not acceptable	**WHAT IS FAILURE?**	Failure is a natural consequence of experimentation
Effective performers don't fail	**BELIEFS ABOUT EFFECTIVE PERFORMANCE**	Effective performers learn & share lessons from intelligent failures
Prevent failure	**THE GOAL**	Promote fast learning
People hide failures to protect themselves	**THE IMPACT**	Open discussion, rapid improvement, and innovation

Source: "The Fearless Organization", Amy C. Edmonson