

## WHY?

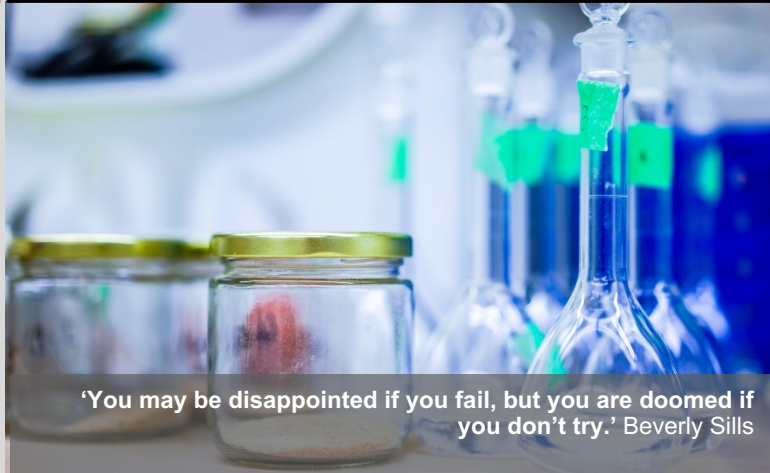
Fear of failure could be one of the greatest barriers to growth. It's no secret that you can't fail if you don't try. Testing your ideas is the best way to stay safe and keep unlocking growth potential. The most creative teams have the courage to focus on limitless ideas; they tend to think of the solutions they would choose if they couldn't fail. However, this is risky and may lead to some losses, especially if there's an important project at stake. This is exactly why proper testing is crucial before you go full speed to the market – you get more by risking less.



**I didn't fail the test I just found 100 ways to do it wrong.**

BENJAMIN FRANKLIN

## HOW?



*'You may be disappointed if you fail, but you are doomed if you don't try.'* Beverly Sills

In order to develop your testing skills, you have to overcome your fear of failure<sup>1</sup>:

**Analyse all potential outcomes.** Many people experience fear of failure because they fear the unknown. Banish that fear by considering all of the potential outcomes of your decision. Our article Decision Trees will teach you how to map possible outcomes visually.

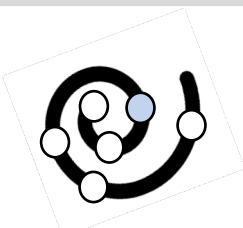
**Learn to think more positively.** Positive thinking is an incredibly powerful way to build self-confidence and neutralise self-sabotage. Our articles Thought Awareness, Rational Thinking and Positive Thinking are a comprehensive resource for learning how to change your thoughts.

**Consider the worst-case scenario.** In some cases, the worst-case scenario may be genuinely disastrous and it may be perfectly rational to fear failure. In other cases, however, this worst case may not actually be that bad, and recognising this can help.

**Have a contingency plan.** If you're afraid of failing at something, having a 'Plan B' in place can help you feel more confident about moving forward.

1. Mindtools. Overcoming fear of failure. <https://www.mindtools.com/pages/article/newstool/102.htm>

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