

SIGNAL



FAILING YOUR WAY TO SUCCESS

WITH STUART
MORRISON

www.signalbizhub.org

Failing Your way to success

or

10 lessons I have learned from failure



Biggest Lesson Learned?

Failure is not a Destination...



or
My Journey
(this far)



Biggest Lesson Learned?

Failure is not a Destination...

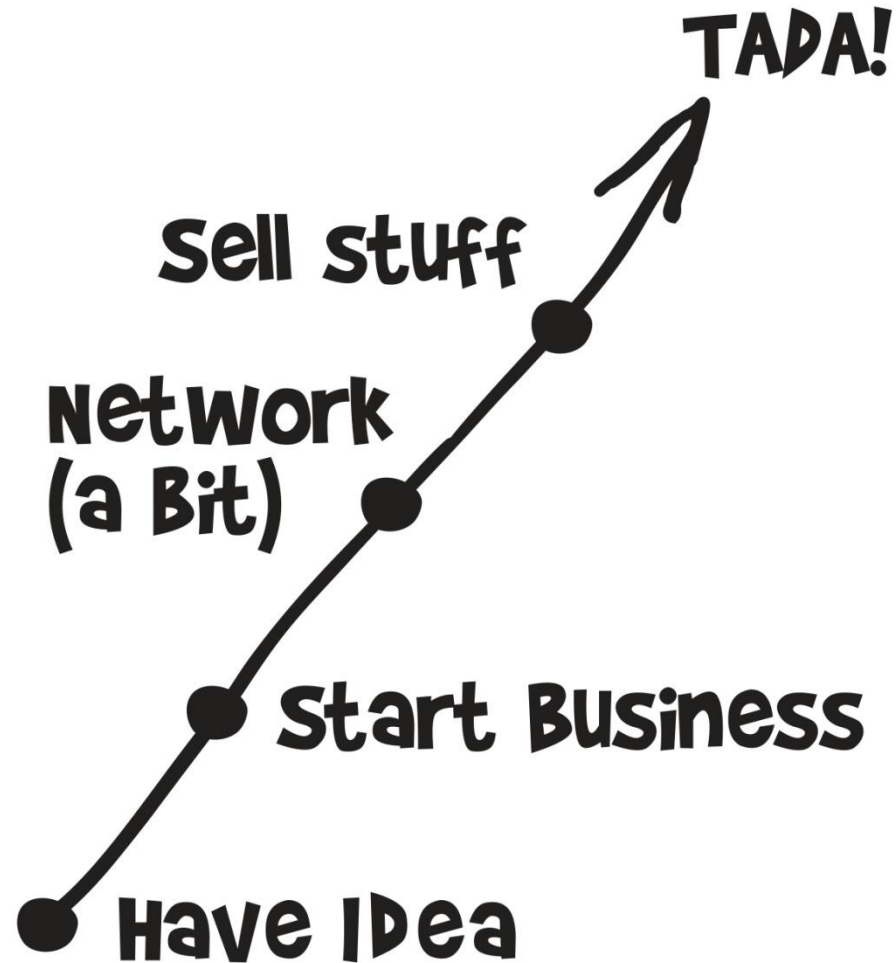
**Failure is a milestone on
the Path to success**

NOW Where You Want to Be (yet)?

**Failure to achieve the success you
want is a symptom of a Problem,
not a Problem in itself.**

Success

(As seen By other People)



SUCCESS

(As experienced By you)



SUCCESS Lesson 1

CRASH!



SUCCESS Lesson 1

CRASH!



SUCCESS LESSON 1

“Be a category of one”



SUCCESS LESSON 1

**A category of one
= “Brand”**

SUCCESS LESSON 1

"Brand is the result of a successfully delivered value proposition, in the minds of your customers"



Success Lesson 2

Walk Your Own Path



SUCCESS LESSON 2

“Everybody has goals, aspirations or whatever, and everybody has been at a point in their life where nobody believed in them.”

Eminem

SUCCESS LESSON 2

**Do not Be Distracted from your goals
By other People's well meaning advice**

Success Lesson 2

**Believe in Yourself and
Others Will Follow**

SUCCESS LESSON 3

**“That’s THE MOST IDIOTIC IDEA I
HAVE EVER HEARD. I LOVE IT!”**



TakisChitt colour chart



Miserable Git



Bent Copper



Token Black

SUCCESS LESSON 3

**Even your most stupid idea, if well
executed, can produce GREAT results!**



Success Lesson 4

Random Chance



SUCCESS LESSON 4

*“There'll always be serendipity
involved in discovery.”*

Jeff Bezos

SUCCESS LESSON 4

**Do not Be so focused on your goals that you
miss opportunities.**

Sometimes random chance is your Best ally



SUCCESS LESSON 5

celeBrating success



SUCCESS LESSON 5

“Every problem has in it the seeds of its own solution. If you don't have any problems, you don't get any seeds.”

Norman Vincent Peale
The Power of Positive Thinking

SUCCESS LESSON 5

**Do not SPEND more time CELEBRATING your SUCCESS
than PAYING attention to your marketing...**



SUCCESS LESSON 6

Do not stop learning.

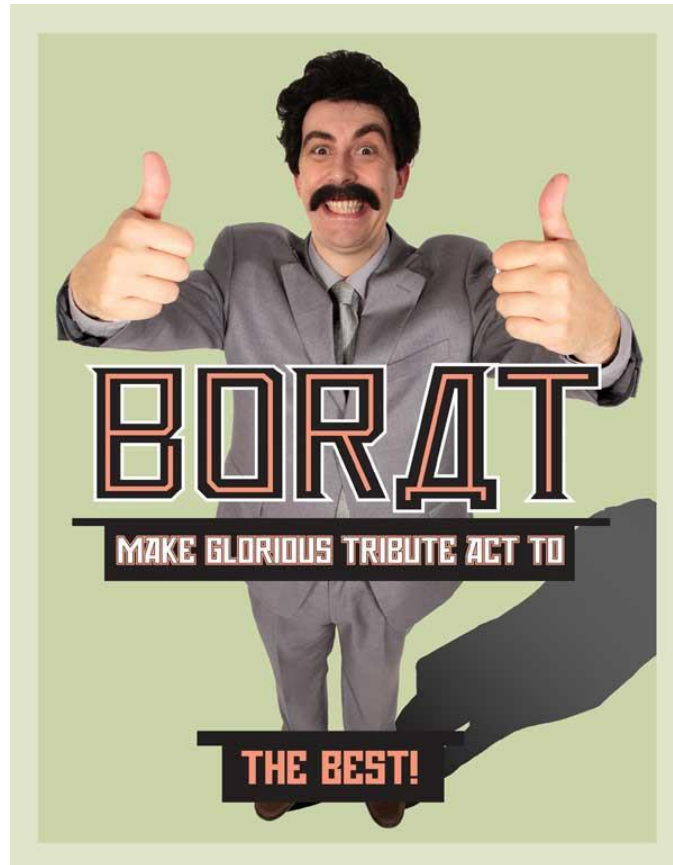


Ali G For Real...



Borat

Make Glorious Tribute Act To!



SUCCESS LESSON 6

**Do not stop learning. The
acquisition of knowledge precedes
the acquisition of wealth.**



Success Lesson 7

Say “YES!”.



Little Britain



SUCCESS Lesson 7

ALWAYS. ALWAYS. ALWAYS.

Say YES!

(The rest is just Details)



SUCCESS LESSON 8

MEASURE FAILURE

websites

“It is a capital mistake to theorize before one has data.”

Arthur Conan-Doyle



SUCCESS LESSON 8

**Failing to measure By how
much you are failing Doesn't
allow you to improve.**

SUCCESS LESSON 9

**SUCCESS SPRINGS
FROM OPPORTUNITY**

Pro-active

“A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty.”

Winston “Liked a punch up” Churchill

SUCCESS LESSON 9

SUCCESS SPRINGS FROM OPPORTUNITY;

**HOW MANY OPPORTUNITIES FOR
SUCCESS HAVE YOU HAD TODAY?**



Success Lesson 10

Narrow Beats wide



Pro-active

“An expert is someone who has succeeded in making decisions and judgements simpler through knowing what to pay attention to and what to ignore.”

Edward de Bono (Not the U2 singer)

Success Lesson 10

Do not go wide

Go Narrow!



Your Success

The Future...



The END

**of this Presentation
But not YOUR success!**



Thank you

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