



JIM HARSHAW JR

Revealing Failure as the Path to Success

Success Through Failure Podcast

Action Plan Episode #101

Dr. Samuel West

Today I bring you Dr. Samuel West, curator and founder of the Museum of Failure in Sweden. The Museum of Failure is a collection of interesting innovation failures. The majority of all innovation projects fail and the museum showcases these failures to provide visitors a fascinating learning experience. The collection consists of failed products and services from around the world including Google Glass, Apple Newton and Harley Davidson Perfume.

Dr. West is a licensed clinical psychologist who transitioned into organizational psychology with a focus on innovation. After a visit to The Museum of Broken Relationships in Zagreb, Croatia he decided to create the Museum of Failure which opened June 7th.

Quotes

"In the innovation business, 80% to 90% of all innovation projects fail."

"When you learn something new or try a new skill, you're going to fail and if you don't accept that, it's very difficult to make any kind of progress."

About How We Avoid Negative Emotions

"I've worked ten years before this in clinical psychology. I can't help to think about how we deal with negative emotions and emotionally uncomfortable content in our lives. What we try to do is avoid it. So there's a clear avoidance strategy of not remembering unpleasant memories or dealing with unpleasant internal behavior. The problem is you can't select it. There's no filter. You have to take the rose with the thorns."

About Paying More Attention to Failure

"It is difficult. I hate failing myself and I'm not a guru on, 'Hey, this is how you're supposed to deal with your own failures.' I'm just saying we need to give failures more attention, pay more attention to them than we have been doing."

About the Message We Send Younger Generation

"When I hear the propaganda that we feed young people of 'You can be anything you want to. If you have a dream, you can follow it. You can be successful. Just go for it,' there is another side to that and that is 'Yes, you should believe in yourself and you should have great dreams, lofty ambitions. But you're not going to get there without some pain.' We don't deal with that. We don't teach our young people, either by example or with our messages."

Website and Social

Website: <https://www.museumoffailure.se/>

Twitter: <https://twitter.com/museumoffailure?lang=en>

Facebook: <https://www.facebook.com/failmuseum/>

Episode Referred

Jason MacKenzie, <http://jimharshawjr.com/84/>