

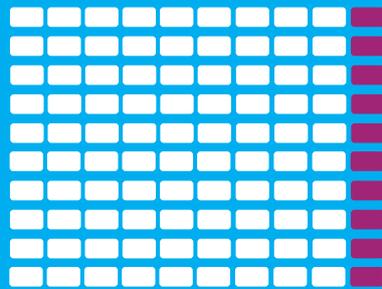
Value of Failure

Students Course

Module 1: Basics of failure

Tutors Workbook

Did you know that...



...in some sectors up to
90 % of new businesses fail
in the first 5 years?

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Did you know that...



...the **value of failure** makes re-starters grow faster and stronger than first-timers?

I Working with this Workbook

Learning without additional working materials does seldom lead to learning success. The Value of Failure Project therefore designed additional workbooks for tutors as well as for learners to support a fast and productive learning environment. Those workbooks follow the structure of the value of failure learning courses and give additional information and content.

The workbooks for each of the modules should be seen as a helping hand for tutors. They provide help, tasks and additional information. Please feel free to add or skip content to your individual needs.

To give tutors enough room to design the course to their individual needs, and to allow individual examples, exercises or regional adoption, only basic statements, important definitions, generic examples, graphics and examples are presented. The workbooks help to structure the learning content and also help to give an overview about the whole course. They do not cover the whole topic and should not be the only source for tests or exams.

The workbooks are based on the value of failure e-learning concept and are designed to be enriched by individual materials. This concept has been developed to work in different countries across Europe. Regional adoption needs to be prepared by the individual tutors. Free pages give enough room for your individual notes and for individual content such as examples, additional links, videos etc.

We also recommend to use and include the additional literature and online resources provided at the end of each section of this workbook.

Following resources are provided on the project website:

- Tutors Workbooks
- Learners Workbooks
- Presentations

To enrich the learning experience we are looking forward to your feedback:

 www.valueoffailure.com

Legend

Presentation



Workbook



Example



Remember



Digression



Law



Learned



Checklist



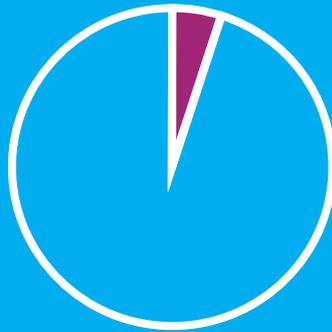
Link



Video



Did you know that...



...only about **8 %** of failed
entrepreneurs start
over again?

II About the Project

Value of Failure is a European Union funded grass roots initiative to support a better framework for so called failed or second chance entrepreneurs. The idea is to implement a new positive approach to failure in general and to business failure in specific. The project is funded by the European Union within the Erasmus+ framework.

The approach of the project is to address this important topic from two different sides:

1. **Regional alliances** involve all important stakeholders to set up more a failing- friendly environment and funding framework. The project develops a tool-kit for other regions to develop franchises of the alliances on their own.

2. A set of **learning resources** addressing students as well as failed entrepreneurs are set up to implement a seed for a new thinking about failure and providing in depth knowledge about failure and how to cope with it.

All materials produced are open source and can be used by anyone according to the rules provided in the disclaimer at the end of this publication.

More information about the project, the e-learning courses and the regional alliances can be found on the project website

↶ www.valueoffailure.com

The project is developed, designed and implemented by an experienced international consortium of universities, business development agencies, consulting companies and SMEs (small and medium sized enterprises) coming from Germany, Northern Ireland and Poland:

1. University of Szczecin, Poland (Project Leader)

The University of Szczecin (US) is the most powerful organisation in the West Pomeranian region. Presently over 30.000 students are following full-time, evening & part-time studies in 27 subject areas at 13 faculties. One of the most important objectives of the University is education of students and their preparation for entering labour markets. International cooperation com-

prises an extremely important aspect of US's activity. The top priorities are joint research and student & staff mobility programs.

↶ www.english.usz.edu.pl

2. Canice Consulting, Northern Ireland

Canice Consulting is a small yet established private company based in Northern Ireland which operates in the fields of local and regional development, enterprise education and management and technical support to EU networks and programmes.

Canice Consulting provides a broad range of modern learning services to predominantly the EU market place. Services include training solutions, e-learning content creation, learning technologies and learning strategy design and consulting. Learning technologies include learning portals, learning management systems, content development systems, performance support tools, virtual classroom tools and more.

↶ www.caniceconsulting.com

3. Creo Mind S.C., Poland

CREO MIND (CM) is a civil partnership established from two sole traders: Wojciech Brażuk and Prestige Brand Mariusz Woźniak. The company has wide experience in consulting services in the area of marketing, business development, strategic management and skills development. The owners of CREO MIND have been closely collaborating with the Northern Chamber of Commerce, providing their services for the largest regional chamber of commerce in Poland. Therefore CREO MIND has a strong potential in networking of entrepreneurs and in building relations among various stakeholders of regional market. CREO MIND has elaborated number of analysis and expertise on business and markets. CREO MIND is also recognized on the regional market from elaborating and realizing creative and innovative marketing campaigns and events.

↶ www.websitecreomind.com

Did you know that...



...31% of projects fail?

4. Enterprise Northern Ireland, Northern Ireland

Enterprise Northern Ireland was established in 2000 to represent the network of Local Enterprise Agencies in Northern Ireland, and is the only membership body in Northern Ireland for organisations providing enterprise support. Enterprise Northern Ireland holds national contracts with various public sector organisations which it delivers primarily through its member agencies. These contracts include the Regional Start Initiative; Social Entrepreneurship, Exploring Enterprise, Tradelinks programme and Business Bootcamp. All of these programmes are further supported by access to finance through the ENI Loan Fund and the Northern Ireland Small Business Loan Fund.

As the only membership body in Northern Ireland for organisations providing enterprise support, Enterprise Northern Ireland is at the heart of a dynamic, high profile network. Enterprise Northern Ireland also represents the interests of the wider small business sector through policy and business development, research and quality assurance, and has a strong lobbying and campaigning remit.

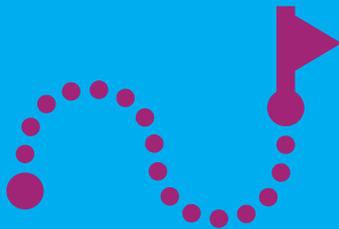
↻ www.enterpriseni.com

5. The visionworks, Germany

The Visionworks is a small company specialized on consulting, coaching, marketing and project management especially for (micro) SMEs and Start-ups. For its clients the visionworks develops investor ready business plans and financing concepts and accompanies founders until the closing of financing. The visionworks has international contacts to public and private investors and has also worked extensively with all relevant regional stakeholders and institutions which are relevant for the regional Second Chance Entrepreneurs Alliance. Despite that the visionworks has great experience in developing learning courses and learning environments for adult education as well as for students.

↻ www.thevisionworks.de

Did you know that...



...88% of projects
are past the deadline?

III About this Course

Course Audience

The Value of Failure course was designed for adult learners, including high-school teachers, graduates, undergraduates and the interested public. For teachers and tutors, the course will look at advances in psychological knowledge about failure, which helps them to integrate this important topic into their teaching. For adult learners, it will help them to appreciate the positive effects of failure and their potential impact on their everyday life. The goal of the course is to make the existing positive effects of failure accessible to everybody.

The materials are designed for various uses. The course can be used as a whole curriculum or parts of it might be integrated to supplement other courses. All materials are provided as open source and each section of this course offers a variety of additional online materials such as videos or websites about the topic.

As some of the learners might want to learn the content (or just parts of it) individually, all modules and additional learning resources are provided online as well.

Teachers and tutors can also use the course on their own for professional development. Information about how the materials are used are provided in the beginning of each tutors workbook and online for each module.

The course can be used in a classroom environment as well as a self-contained distance learning course. Distributed free of charge on the Value of Failure project website.

↶ www.valueoffailure.com

Course Components

The syllabus of the Value of Failure course is divided into seven different units called modules. Each of them focussing on different aspects of failure.

Module 1: Basics of failure

Module 2: What is Failure

Module 3: Causes of Failure

Module 4: Preventing Failure

Module 5: How to detect Failure

Module 6: Coping with Failure

Module 7: Learning from Failure

Although the Value of Failure course is designed as a curriculum, each module can be used as a stand-alone session. Therefore each module starts with a basic introduction about the topic which can be skipped if you use more than one module or the whole course. You do not need to use the materials in any particular order. If you want to concentrate on a specific topic you can jump in at your point of interest - although using the whole course is suggested.

This Value of Failure Students Course is accompanied by an extra course on **Business Failure**. You might want to choose to use the Business Failure Course as an **extra module** at the end of your course.

Did you know that...



...the average cost overrun
of projects is **189%**?

IV About this Module

Module 1: Basics of failure

Introduction

The biggest misperception people have about failure is that it is all bad - each failure can contain all sorts of helpful information. And in fact, failure does teach us much more than success usually does.

As long as things are “just” successful, they don’t teach us much. Maybe they lead others to copy the same approach - but that’s already most of it. Once things go wrong, we can learn a lot about the plans that worked and those that did not work. We can generalise learnings and use them in different situations and different fields.

In fact, we are still profiting from failures that happened thousands of years ago - in engineering or construction for example. Vitruvius, a Roman architect for example provides interesting and still up to date information about failure and especially on shared knowledge in his book called “De Architectura” - written in the first century B.C. Most of the brightest minds that have ever lived have made serious mistakes. Galileo for example, recognized as one of the most brilliant geniuses, made wrong assumptions in some of his theories - and people followed them for centuries even though the results where wrong.

Failure is part of our everyday life - failing is common and everywhere, but unfortunately failing is not really accepted in our society. People do not like to talk, discuss or even think about failure. But actually they should. There is nothing bad about failing. Thinking about failure in general and in specific before starting a project or especially a company helps to prevent failing and, if not preventing it - it helps coping with the effects of failing. Mankind is failing and learning from failure ever-since. Even though we are learning from failure, we still fail again now and then.

This module gives an overview about the basics of the theoretical background of failure and provides some self assessments to learn about your personal perceptions of success and failure. It gives examples of important failures and it lets people talk who where not expected to have failed.

The goal of this module is to develop a basic understanding of failure in general and the first steps and skills necessary to identify, analyse and optimize the learning experience from personal failures.

Students will discover how to detect the first warning signals, enabling them to explore the possibility of either modifying the original plan or moving forward, gaining the best possible experience and insights from failure.

Structure and learning objectives of the module:

1. Perceptions of success and failure

The students will learn how different mindsets control the personal perception of success and failure in the context of goals, responses, effort, and different strategies.

2. Hope and Fears

The students will learn about the basics of hope theory. They will understand that fear of failure is preventing from success and that hope can be nurtured.

3. Achievement motivation

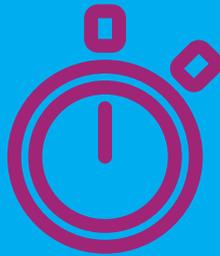
The students will learn about the basics of motivation theory and how the “Need for Achievement” and the “Need to avoid Failure” affect their personal strategies.

Additional information available on our website and our Pearltrees-Account:

🔗 www.valueoffailure.com

🔗 www.pearltrees.com/thevalueoffailure/

Did you know that...



...the average time overrun of projects is **222%**?

Task

Module 1: Basics 1.1 Preparation



What you need to prepare:

Total time needed for the course:

Presentations and workbook 60-95 min.
Additional time for videos: 30 min.

1.2 Introduction

Method: Open Speech
Time: 2-5 Minutes

Activity 1.1

Opening Discussion with the class

Method: Open Discussion
Time: 5-10 Minutes

Method



Presentation Module 1 (Beamer needed)



Video of J.K. Rowling (Internet needed)
<http://bit.ly/1gylcEm>



Video of Erik Weihenmayer
(Internet needed)
<http://bit.ly/1IAp9Ke>



Learners Workbook Module 1



Optional: Workstations for all students
and internet needed for Activitiy 1.10

Introduce yourself to the class. Explain that in this module the learners will explore important basics about failure in general as well as theoretical backgrounds about the factors how we individually perceive success and failing. .

If you don't know the class (and if the class is small enough) - let the learners introduce themselves.

Start the course with an open discussion on failure in general. Ask the learners a serious of questions about failure, their attitude towards failure and some examples they know. Depending on the learners and the relationship of the class it might be better to start with impersonal questions. A good opener would be a real life story of yourself - but this is optional of course.

Examples of questions might be:

- Please define "failure" in your own words
- What do you feel when you fail?
- Why do you think does failing hurt?
- Is there anything good about failing?
- Can you imagine positive learnings from failures? Can you give examples?

Did you know that...



...that James Dyson created
5,126 failed prototypes of his
vacuum cleaner before succeeding?

Activity 1.2

Examples of Failure

Method: Presentation, Discussion

Time: 5-10 Minutes



This section explores that failure is natural and shows that there are positive effects about failures.

Show the examples of failures from the presentation to the class. (Depending on the available time, and the backgrounds of the class you can either discuss all the examples or choose the ones appropriate). Discuss about every example with regard to negative and positive perceptions of the class.

Activity 1.3

Perceptions of success and failure

Method: Presentation section 1

Time: 10-15 Minutes



Present the basic theory about mindsets and different perceptions of success and failure.

Activity 1.4

Definitions of Failure, Success and Related Factors

Method: Workbook (Task 1.1)
optional: Discussion

Time: 5-10 Minutes



This activity is a private self assessment for the class. Learners start to personally think about the related factors of failure.

Ask the class to write down their personal definitions of success and failure and the related factors.

Optional: Discuss the personal definitions (if the class is willing to discuss personal details) .

Activity 1.5

Video of J.K. Rowling about failure

Method: Video

Time: 21 Minutes



At her Harvard commencement speech, “Harry Potter” author J.K Rowling offers some powerful, heartening advice to dreamers and over-achievers, including one hard-won lesson that she deems “worth more than any qualification I ever earned”.

Activity 1.6

Personal Examples of Failure and Success

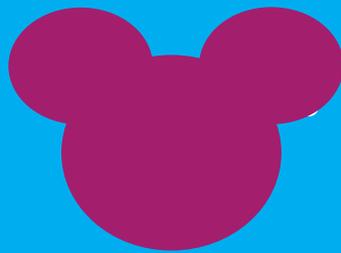
Method: Workbook (Task 1.2)

Time: 5-10 Minutes



Let the learners write down two personal examples of failure and success (one each) in their workbook.

Did you know that...



...Walt Disney failed with several businesses and got fired by a newspaper because he lacked imagination and had no good ideas?

Activity 1.7

Hope and Fears

Method: Presentation section 2
Time: 10-15 Minutes



Present the basic theory about hope and fears.

Activity 1.8

Video of Erik Weihenmayer

Method: Video
Time: 10 Minutes



Erik Weihenmayer is a blind extreme athlete also working as a motivator. This video combines a number of speeches on success, failure, hopes and fears.

Activity 1.9

Achievement motivation

Method: Presentation section 3
Time: 10-15 Minutes



Present the basic theory about achievement motivation.

Activity 1.10 (optional)

Thematic Apperception Test

Method: Online test
Time: 15-20 Minutes



<http://www.utpsyc.org/TATintro/>

Internet connections and workstations needed for every student - if not available, ask the students to do the test at home

Let the students take the online Thematic Apperception Test and discuss the results.

Activity 1.11

End of the session

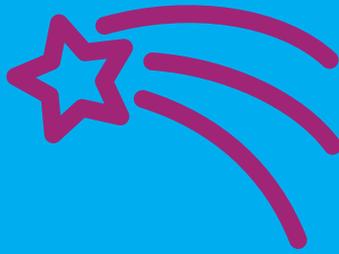
Method: Presentation
Time: 5 Minutes



Present the “Learned” section of the presentation and summarize the discussion you had with the group.

Set dates for the next lecture (if you have more than this one) and announce the topic it will be about.

Did you know that...



...that Steven Spielberg was
rejected by University of Southern
California **3 times** before he decided
to become a director?

V Disclaimer

The Value of Failure Project has been funded with support from the European Commission. The author is solely responsible for this publication (communication) and the Commission accepts no responsibility for any use may be made of the information contained therein.



Erasmus+



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