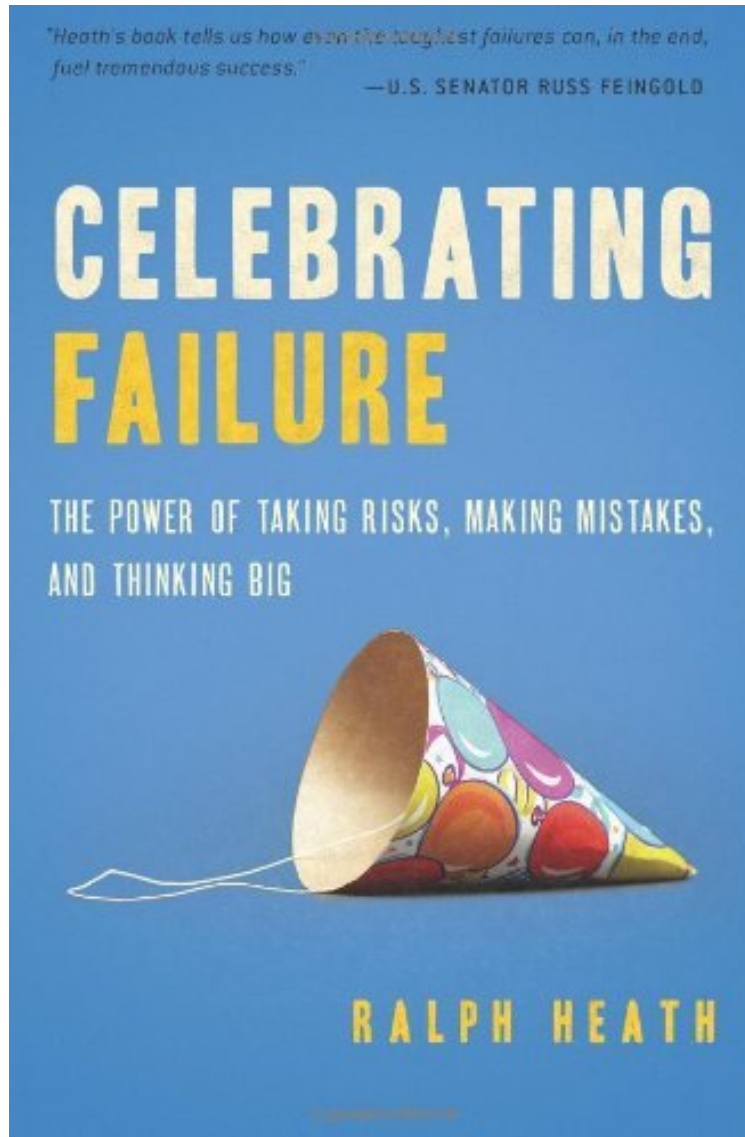


Celebrating Failure: The Power of Taking Risks, Making Mistakes and Thinking Big

Ralph Heath

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Ralph Heath : Celebrating Failure: The Power of Taking Risks, Making Mistakes and Thinking Big before purchasing it in order to gauge whether or not it would be worth my time, and all praised Celebrating Failure: The Power of Taking Risks, Making Mistakes and Thinking Big:

0 of 0 people found the following review helpful. How Failure Can Be Good for Business By Daria Steigman Ralph Heath's Celebrating Failure is about embracing our mistakes and using them as teachable moments to make us smarter

leaders, business owners, and entrepreneurs. The book is broken out into 30 short chapters, each with a story, a learning moment, and some actionable takeaways. What I like about the book is that Heath isn't handwringing over what's gone wrong. Rather, he's pulled examples from his career building a successful ad agency to reflect on what he's learned by "taking risks, making mistakes, and thinking big." For example, on owning your mistakes, Heath makes pointing out his mistakes a part of his business philosophy. He writes that "I encourage people with whom I work to take risks, and publicly attempt to reward risk-takers, especially when they fail. It is essential to be free of the fear of making mistakes." On continuing improvement, Heath talks about celebrating successes and then pivoting to assess what you could do better next time. Heath ends the book with an example from the public sphere that illustrates what happens when we don't celebrate failure. We fire people, and we often do it "in a very public way because they are perceived as bad people. We learn nothing when we follow this path, but it somehow makes us feel better that some kind of action was taken, even if it was the wrong action." Celebrating Failure is all about assessing rather than blaming so that we can improve our businesses and do better the next time. 4 of 4 people found the following review helpful. Great Book By R. S. Sundet I really enjoyed this book. It should be read by every manager who is interested in encouraging innovation among those who report to him or her. I think the premise of "Celebrating Failure" is right on: that if a lot can be learned from mistakes why not encourage employees to take a chance and then if they make a mistake, instead of berating them, use it as a learning experience. I have always thought that was true but Ralph Heath has articulated it in a way that makes it clear that mistakes can be growth opportunities rather than career enders. The examples he cites from managing employees who worked at the advertising agency he started and managed for 30 years serve to drive this point home. I have encountered employees who had such a fear of making a mistake that they were afraid to make a decision and certainly were afraid to take a chance (the old adage: "You can't get fired if you go with IBM" or some other tried and true product or method still holds true). I hope that "Celebrating Failure" can circulate in those companies and encourage some bosses to allow employees to stick their necks out a little. Both the boss and the employee will be better for it. A great read and full of real life examples. Very well written. 0 of 0 people found the following review helpful. Good advice By S. C. O'Toole Easy read with lots of stories to illustrate Mr. Heath's lessons learned. Some very good advice on how to make lemonade out of the lemons in our lives.

"Failure has a lot to teach, and Heath tells business leaders to use it creatively. Take this smart book off the shelf." -- TIME Magazine "For those executives who may be somewhat skittish about allowing the cracks in their armor to appear, Celebrating Failure is a great tutor. It provides the much-needed reminder that achievement is forged in the fires of failure. If one can stand the heat, the result, like Celebrating Failure itself, is pretty impressive." -- Soundview Executive Book Summaries "Heath deserves praise for understanding the power of story as a means to capture attention and the necessity of brevity in maintaining attention. Celebrating Failure features short tales that readers can quickly read and ponder over for hours afterward." -- Smart Business "People from every walk of life can learn something from Celebrating Failure. Encouraging originality, responding to changes, and thinking big are just some of the approaches Heath advocates to help people learn from failure and achieve their dreams." -- U.S. Senator Russ Feingold "Fear of failure is perhaps the worst affliction a manager can have because it leads to creative paralysis and inhibited growth. Despite all the cliché coming from higher management, most managers know that mistakes are more often punished than rewarded. Into this cultural reality now comes Ralph Heath's reassuring words about failure not only as a teacher but as a power that leads to greater success. I highly recommend this helpful book." -- James Autry, author of The Servant Leader Celebrating Failure is the definitive how-to manual for leaders seeking to embrace the power of failure as a learning tool to improve their organizations and achieve ever-greater goals. The business world (and, lately, the political arena) is convinced that the number one topic is change. Heath posits that it might well be failure, because if you do it right, failure can become a launching pad for change. Heath contends that "positive failures" are not only necessary steps on the path to success, but encourage greater freedom to take risks in pursuit of one's life goals. This counterintuitive but powerful title includes: * Engaging stories of real-life business and personal failure experiences. * Practical steps to apply each chapter's "lessons" and change your approach to risk-taking and failure. * Positive, effective ways to eliminate the "fear of failure" that can hold you back in today's competitive, fast-changing world. Heath's insightful stories lay out his own failures and reveal his human side as a son, father, athlete, and business leader.

About the Author Ralph Heath is president of Ovation Marketing, an ad agency he founded in 1978 in La Crosse, Wisconsin. Ovation was twice named to INC magazine's 500 fastest-growing companies. Heath is a John Caples advertising award winner and was recognized as Midwest Direct Marketer of the Year. He is a motivational speaker and has taught advertising at the University of Wisconsin. He is president of two nonprofit organizations, Mississippi Valley Conservancy and Human Powered Trails. Heath has been honored as a four-time Triathlon All-American, and is a two-time finisher of the Hawaii Ironman and a 2008 bronze medalist in Wisconsin cycling.