



**FAILURE
AND
MOTIVATION**

QUESTIONS

1. What is your biggest failure in life?
2. How do you handle it?



THE SOUR

GRAPE

EFFECT

- Research has shown that most people struggle to handle failure constructively.
- Instead, we find ways to devalue the task at which we failed, meaning that we may be less motivated to persevere and reach our goal.



THE SOUR GRAPE EFFECT - EXAMPLE

- Sjøstad found that simply reminding students of a currently low grade-point average led the students to significantly devalue the predicted benefits of graduating with an A average.
- If you have one bad interview for your dream job, you might decide you don't really want to work in that field after all, and so you stop applying for similar positions.





THE IMPACT OF SOUR GRAPE EFFECT

- “It might be tempting to explain away our shortcomings and **blame someone or something else**, trying to convince ourselves that our ‘Plan C’ was actually our ‘Plan A’ all along,”
- But the sour-grape effect may lead us to come to this **decision prematurely**, he says, rather than seeing whether we might learn and improve.



THE OSTRICH EFFECT

- 'The ostrich' effect coping mechanism is **hiding your head in the sand, shifting attention away from the upsetting situation so you don't have to process it.**
- Economists, for instance, have found that investors **are less likely** to check their financial status when their fortunes are falling rather than rising.



FAIL

CONSTRUCTIVELY

- SELF

DISTANCING

- 'Self-distancing', in which you adopt a third-person perspective. Instead of asking "Why did I fail?" I might ask "Why did David fail?", for example.
- Psychologist Ethan Kross (University of Michigan) -> self-distancing helps to soften our negative emotional reactions, allowing us to view upsetting events more objectively.
- In this case, it should mean that the failure feels less threatening to the ego, so that we can better analyse the reasons for the disappointment.



HOW TO FAIL CONSTRUCTIVELY? SHARE YOUR FAILURE WITH OTHERS



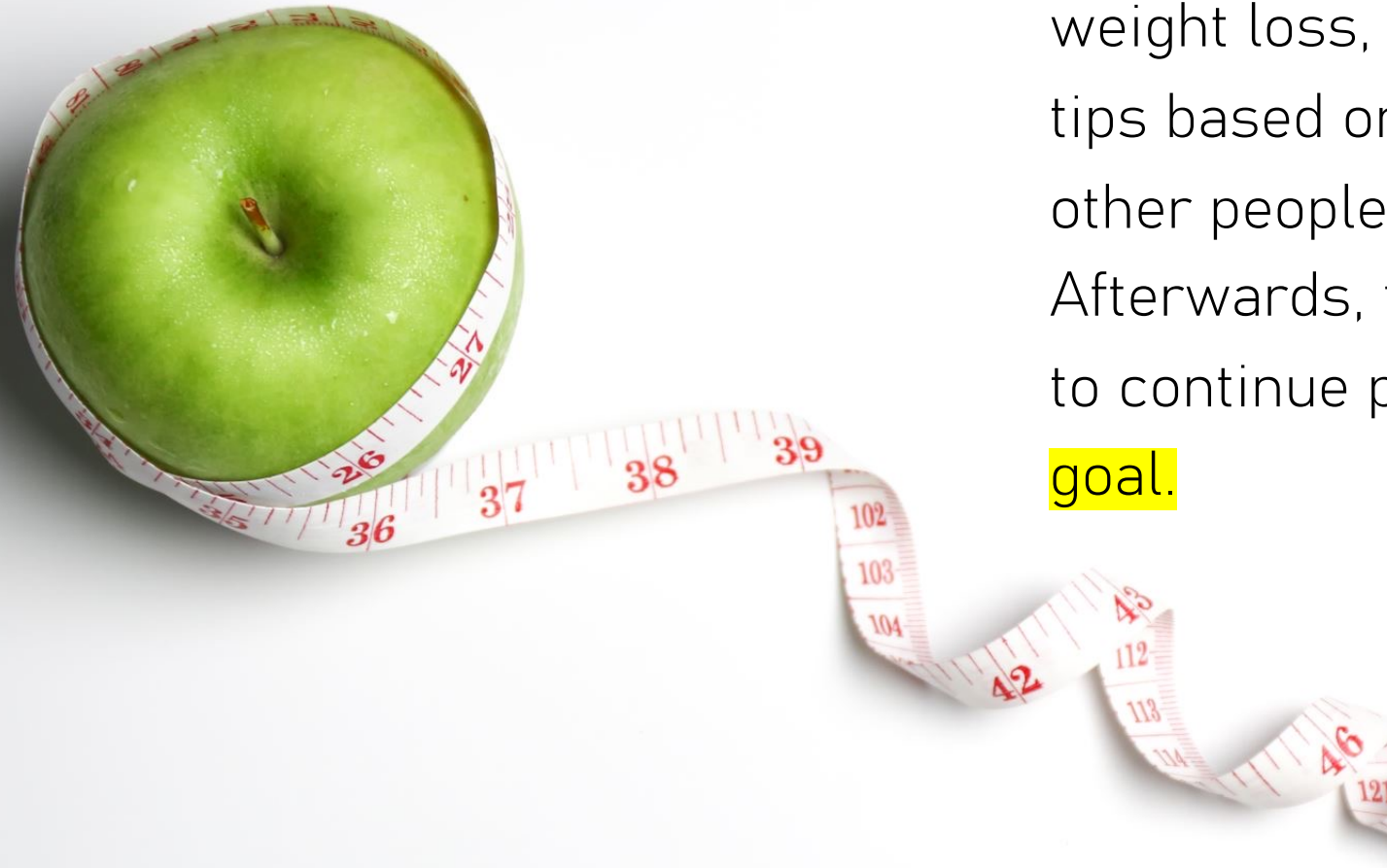
- Eskreis-Winkler and Fishbach tested with Angela Duckworth, a professor of psychology at the University of Pennsylvania
- The satisfaction of helping another person provides a personal ego boost, so that people feel more confident to confront their own failures. “It forces people to engage with their experience and what they have learned”

HOW TO HANDLE FAILURE

- Samuel Beckett: “Try Again. Fail Again. Fail better”.
- The truth is that most of us fail again and fail the same.
- One of the ways is by offering advice to other people who may face the same challenges.



WEIGHT LOSS



People who were struggling with weight loss, for example, wrote out tips based on their own failures for other people trying to stick to a diet. Afterwards, they felt **more motivated** to continue pursuing their own **weight goal**.

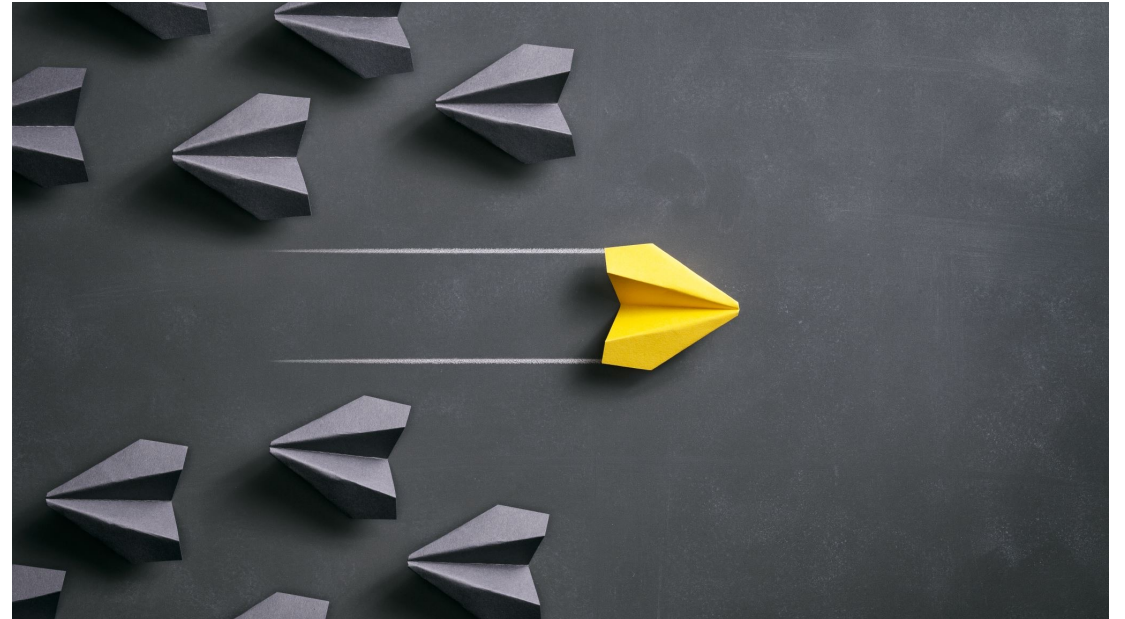
PEER SHARING

Middle-school students were asked to describe ways to overcome a lack of academic motivation to another, younger student; over the next four weeks, they overcame their own procrastination and completed significantly more homework, compared to students who had instead received a letter giving advice.




SUMMARY


- Sjöstad points out that failures are an inevitable part of life. "If you never fail, you're probably aiming too low," he says.
- THE IMPORTANT PART IS how we confront our disappointment, learn from the lesson, and turn it into motivation to be better.
- And by learning to confront the disappointment and learn from their lessons, you may find the road to success a little easier to navigate.



HOW MANY TIMES SHOULD YOU TRY?

by Anna Vital

3 times Steven Spielberg was rejected by University of Southern California, after which he dropped out to become a director 

25 times Tim Ferris's book *The 4 Hour Work Week* was rejected by publishers 

400 times Richard Branson launched companies before he founded one 'out of this world' [Virgin Galactic] 

300 times founder of Pandora.com approached investors before he got funding 

162 times the author of this infographic made searches for this data 


1009 times Colonel Sanders who just started KFC was turned down when he tried selling his fried chicken recipe 

1500 times Sylvester Stallone was rejected when he tried selling his script and himself as the film 'Rocky' 



Funders
and
Founders


5126 times James Dyson created failed prototypes of his vacuum cleaner before succeeding 

10000 times Thomas Edison created failed prototypes of his electric bulb before succeeding 

HOW MANY
TIMES WILL
YOU TRY?



FUN
FACTS
ABOUT
FAMOUS
PEOPLE
AROUND
THE
WORLD