

DOUBLE YOUR RATE OF FAILURE

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The author Arthur Gordon once approached Thomas J. Watson Sr., the founder of IBM, and asked him how he could succeed faster as a writer. Thomas J. Watson, one of the giants of American business, replied with these profound words: “If you want to be successful faster, you must double your rate of failure. Success lies on the far side of failure”.

The fact is that the more you have already failed, the more likely it is you are on the verge of great success. Your failures have prepared you to succeed. This is why streak of good luck seems to follow a streak of bad luck. When in doubt, “double your rate of failure”. The more things you try, the likely you are to triumph. You overcome your fears only by doing the thing you fear until the fear has no more control over you.

Thomas Starzl became interested in transplants as a surgery resident in medical school. In 1958, he sewed new livers into dogs whose livers had been removed; all died with two days of operation. A year later, he found a way to stabilize circulation and the dogs lived for a week after transplant. In March 1963, Dr Starzl performed the first human liver transplant but his patient bled to death. In 1968, Starzl and others carried out new transplant trials. All seven children involved in the transplant had survived although four died within six months – an encouraging but not a stellar result. Then in May 1981, Starzl and his team success: 19 of 22 patients lived for long periods!

Those who are looking for easy ways to make money give up immediately they encounter a little setback in life. They are those who, as soon as they are rejected, think that’s the end of the world. The major problem with such people is that they don’t have goals,

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anything goes. Because if they do, nothing will stop them until such goals are achieved.

Most people think of failure as the enemy of success, but it isn't at all. Failure is a teacher, a harsh one perhaps, but the best. You say you have a desk full of rejected manuscripts? That's great! Every one of those manuscript was rejected for a reason. Have you pulled them to pieces looking for that reason? You can be discouraged by failure or you can learn from it. So go ahead and make the mistakes. Make all you can. Because, remember that's where you'll find success: On the far side of failure.

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