

## **FAILURE SIGNALS THE NEXT ITERATION**

**Tasha M. Jefferson, MAFM, MBA, BSBA**

We **ALL** fail at things. Failing is just an ugly word for learning. I encourage you to react to your failures not with feelings of defeat and despair, but with a result-yielding outlook.

After each failure, try to realize that you have more experience and more ammunition as a result of that situation. Make a decision to leverage that newly gained experience and ammunition to increase your drive to tackle your next iteration.

Failure will yield you the following four results that you can leverage into increased momentum!

- 1.) You will know more than you did before. You will have insight on what worked, what did not work, what may work, and what may not work in the future.
- 2.) You will have expanded your arsenal; possessing additional skills, knowledge, abilities, and connections.
- 3.) You will know the assets that you still need to acquire; what to learn, what to save, what to ask, and who to ask it.
- 4.) You will have found new resources; people, organizations, books, and websites that can help you.

After a failure you may feel inadequate, not good enough, not smart enough, and not skilled enough. You may feel that your dreams are unobtainable, too far away, or think "yeah it would be nice one day-but right now my everyday struggles are just too consuming".

Try acknowledging those feelings, but not internalizing them. In other words do not throw yourself a pity party, throw yourself a comfort party. At your comfort party reassure yourself that you are worthy, respected, and loved. Remind yourself that success is gained through effort; continuous - laborious - difficult - grueling - sweat producing - sleep losing effort. Reframe your failure as a challenge to be thwarted.

So reflect on your experience, the lessons that you learned, the ammunition that you gained, and then develop a plan on how to revisit your attempt; this time more experienced, better equipped, and more determined to define your own definition of success!

Thank you for your support of A Conversation with TJ and Columbus NBMBA.