

WISDOM SESSION

Making Failure Fun

“If you stand still in life, you won’t experience much failure and pain. But you won’t find much success and happiness either.”

I got into real estate when I was only 20 years old. At that point, I had no experience and no knowledge of the business at all. I was starting from scratch and was a complete novice.

At my first real estate seminar, I asked the lecturer to lunch and grilled him for his best tip on being successful in the industry.

“My best tip? Sure. Go fail. *A lot*,” he said.

“What?!” I said. “I thought the whole idea of success was to avoid failure.”

“Quite the opposite,” he said. “The key to success is *massive* failure. Your goal is to out-fail your competition. In most businesses, whoever can fail the most, the fastest, and the biggest wins.”

I was still perplexed. As far as I was concerned, failure was something you tried to do as little of as possible.

To clarify, he picked up a cocktail napkin and pulled out a pen. “Life, growth, and achievement,” he said, “work like a pendulum.” He drew a simple diagram on the napkin. “On one side, you have failure, rejection, defeat, pain, and sadness. On the other side, you have success, acceptance, victory, joy, and happiness. If you stand still in life, you won’t experience much failure and pain. But you won’t find much success and happiness either.”

“Over time,” he continued, “most people figure out how to operate in a narrow comfort zone. They can only allow the pendulum to swing a small distance into pain, rejection, and failure, thus they only experience the same small degree of joy, connection, and success on the other side of the swing.”

The key is you cannot experience one side without an equal proportion of the other. This is the mistake most people make: They think they can have success without failure, love without heartache, and happiness without sadness. As sure as we have gravity, we have the pendulum swing of success and failure.”

– Darren Hardy, Entrepreneur & author of *The Compound Effect*

And we know that in all things God works for the good of those who love him, who have been called according to his purpose.

– Romans 8:28

GFAL - Go Fail. A Lot.

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David Trent believes that wisdom comes from continually seeking to learn and grow through relationships and reading, which leads to personal development. In an effort to inspire learning in others, David Trent sends out weekly Wisdom Sessions. He recommends purchasing and reading any book source used in these Wisdom Sessions.