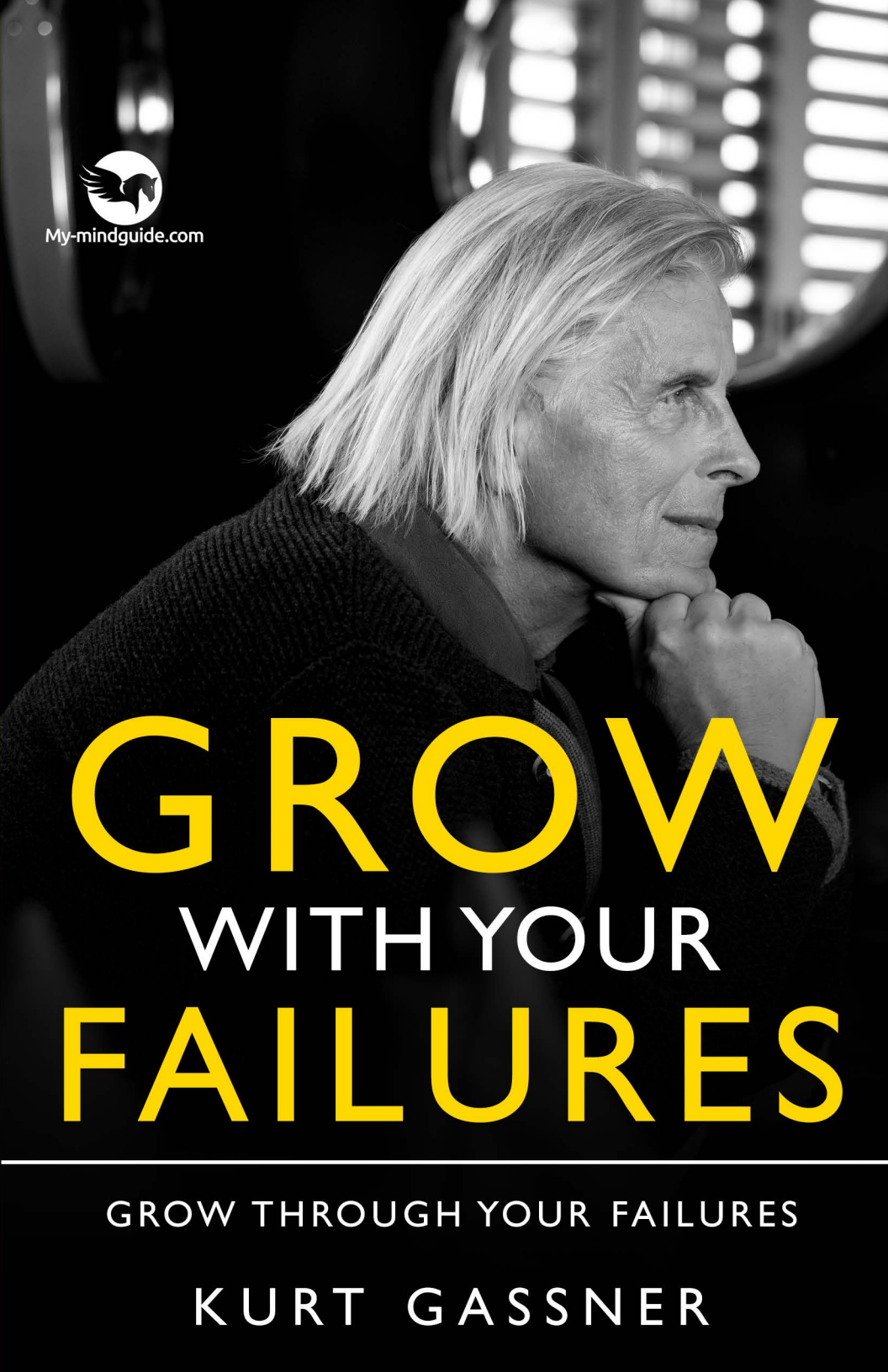

My-mindguide.com
GROW
WITH YOUR
FAILURES
GROW THROUGH YOUR FAILURES
KURT GASSNER

GROW WITH YOUR FAILURES

GROW THROUGH YOUR FAILURES

BY

KURT GASSNER

My-mindguide.com

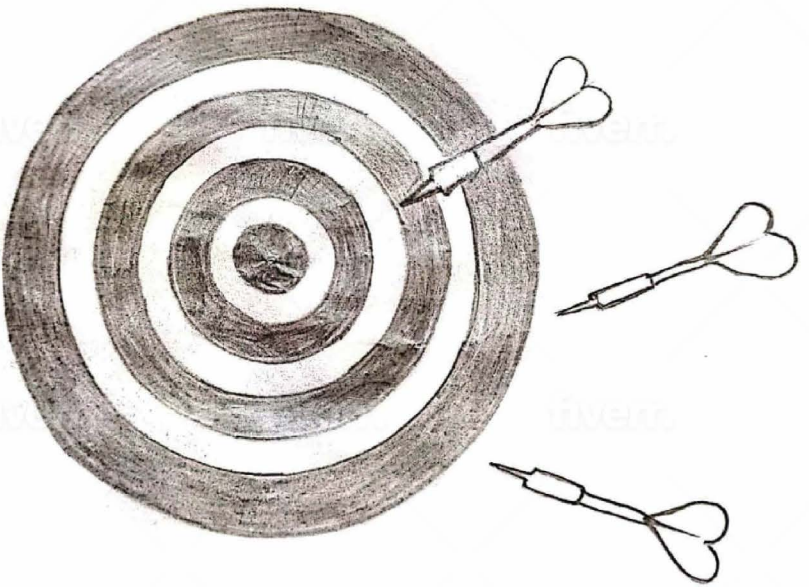
Grow with your failures
Kurt Gassner

Impressum
My-mindguide – The publishing trademarke of trendguide Capital GmbH, Klenzestr. 42a, 80469 Munich, Germany.

Reg. Nr. HRB Munich 206639, VAT 152 123 159, CEO: Kurt Friedrich Gassner
Web: www.my-mindguide.com, mail: gassner@my-mindguide.com

Paperback ISBN: 978-3-949978-42-5
Ebook ISBN: 978-3-949978-44-9
Hardback ISBN: 978-3-949978-43-2

TABLE OF CONTENTS



INTRODUCTION

What is failure to you?

To many people, the above title question seems rather odd. The next logical reaction from such people would be "how on earth could I ask how one perceives failure when right from our earliest school days, we were taught to abhor failure? We heard it from teachers, parents, friends, friends' parents, and so on and so forth.

Some of such statements were probably as follows:

- "You cannot afford to fail."
- " If you fail in school, you cannot get a good job!"
- "Anyone who fails cannot amount to anything good in life."

As we passed from grade school to high school to college, we kept hearing the same talk about failure over and over again that we made conscious efforts to pass our exams in flying colors.

Failure was never an option. Any of our colleagues who was unfortunate to fail was labeled a no good and was taunted in front of the class and told that he or she would never amount to anything in life.

Unfortunately, the emotional and psychological effect of such statements made some of those people taunted and intimidated accept what was told them as the truth and they just wandered through life without any achievement.

However, very few of us, who never accepted such statements, tried everything possible to prove our worth and we won.

I am here to tell you now that you can win too.

Why am I writing this book?

All my life, I've been met with failure over and over again. This has taught me that failures are simply stepping stones to success, and every loss has brought lessons that I will share with you in this book.

The giant red F at the top of the page of homework, or a test. Even if you went through school with a 4.0, you probably have had nightmares about how soul-crushing it would be to get one, because of what it stood for: failure. Of course, the insidious thing about failure is it causes another F - fear. Fear is like a decease, crippling and devastating if allowed to run rampant in the human frame. So, to avoid fear, we should do everything we can to avoid failure, right?

Wrong. I think we need to embrace failure—Failure's ok, and I'll tell you why.

By the end of this book, Your view on failures will change, and you will learn how to channel the result of every failure to achieve your goals and aspirations.

1

There is no Real Success Without Knowing Failure

YEs, I know; it's a pretty bold statement to declare that you can't experience success without knowing failure, but it is something that I personally know to be true. I say that with conviction because it is one of those lessons that will, at some point, come into your life. What you do with that failure experience can contribute to your success or, Heaven forbid, totally deplete you of confidence and create a life with a never-ending progression of disappointments if you allow that to happen.

Failure is something that everyone I know has faced in some way, and at some time. It may be in a relationship went wrong, a job or business that went bust, or simply not reaching a goal such as losing weight or finishing a course. No one gets away in this life without going through, and feeling the anguish of failing. But if you truly believe in yourself, failure is not a shameful badge to wear; it is just a stepping stone to success, and a very powerful stepping stone.

I have certainly had failures in my life, maybe more so than many people because I am a big risk taker. I am the kind of person who thinks and believes that I can do anything. That is a bit of a double-edged sword. It is good thing because I am open to experiment a variety of experiences and jobs and relationships, and that means gaining experience and learning lessons. It is troublesome because it means I can't do everything that I think I can, so I spend a lot of time spinning my wheels on things that aren't important, and yes, failing sometimes. To add to that, I don't give up efficiently, but I consider that to be strength as opposed to a weakness. I have learned to take failure into stride, but it wasn't always easy.

When you are undergoing some kind of failure in your life, you may feel incredulous that this could ever happen to you. I look at that reaction as not being aware of who you are, and where your capabilities lie, and recognizing that even you have some limits. If you have taken on a job that is way beyond your experience and you think you can handle it that is where trouble and lessons in life come into play. Failures can teach you and provide invaluable insight if you take the time to assess "the why and the where" you went wrong. Although it is good to reach for the stars when you have a goal, you better have the right medium to get you there. Failures mean gaining experience and alerting you to the fact that something important was missed along the way. So you need to understand what that is and why, and take that knowledge to create a better experience. When you apply what you learn from your mistakes and failures, that is what creates your foundation as a human being. It builds strength, character and infinite awareness. Those are the gifts of failure.

I started my journey quite early as a young man when I founded GBK+ Partner. I was 20 years old and that gave me the much-needed business knowledge as I led the advertising agency with other business partners (My Team).

Due to the fact that I was the only bread winner and the other partners were not pulling their weight, the business inevitably shut down. That made me sad but I had to move as failure wasn't the end of me.

So my failures have led me to where I am today, and that is in an excellent place. I learned a lot of things about myself with each failure. Every failure brought a gift wrapped lesson to me and, when I looked inside and applied the knowledge from those lessons to my next venture, my success began to rise. I became more aware and focused. Failures built up my character and perseverance and strengthened my will and resolve to always do better. It made me clearly aware of some of my flaws but, more importantly, it highlighted my strengths.

We are human. We are fallible and we make mistakes and undergo some failures. That doesn't work mean that you personally are a failure, it simply means that you haven't navigated through all the stepping stones to the specific success victory that is intended exclusively for you. So, don't fear failure, because it can lead you straight to your success.

Each one of us wants to live more fulfilling and happy life: Most often, we read many articles, books and quotes explaining the recipe to become successful. Although the words incorporated in them are so motivating most of the

times, they fail in making any impact on our lives. Moreover, why it is so? The answer to this question is another question. Yes, do we observe the depth of the words? No, what we do is we just scan another bunch of words seeking for success.

One such quote I came across says, "If you want to succeed in life, form the habit of doing things that failures don't like to do. We cannot judge any person by merely looking at him. However, daily, we come across three types of people in our life. The one who are satisfied and famous, second who are unsatisfied and deprived and the third, who try to do something new every day, fails in achieving it by end of the day and then make a try again in a different way. What will you rate these three type of persons? Let me guess, the first one is a successful person and other two are failures. Here it is where we make a big mistake.

People who are preserving their possessions by the fear of losing it and showing that they are thoroughly satisfied and enjoying life are failure.

In addition, the persons who see the past, have excuses and wishes but do not have guts to make it happen are the failures.

Here is where we find the answer to the quote above. The only thing, which failures do not like to do, is to make a TRY. Trials play the flip part of the coin, the coin of life. Trials may be tragedy or triumphs, but one good thing you can assure about it is, you will learn something from it—if it works, be happy and keep going with your experience because triumphs don't come without efforts; and if it don't then stop yourself

from repeating the same mistake, try to analyze where you're going wrong.

Most successful people have never searched for success actually, in fact, they are the busiest people around us because they just did things, which they loved to do and believed that they can do, and in doing so, they made many mistakes and came across many failures. However, the only different thing they did from others was, they tried to learn from their mistakes and avoided repeating it. That is the best quality of a successful person.

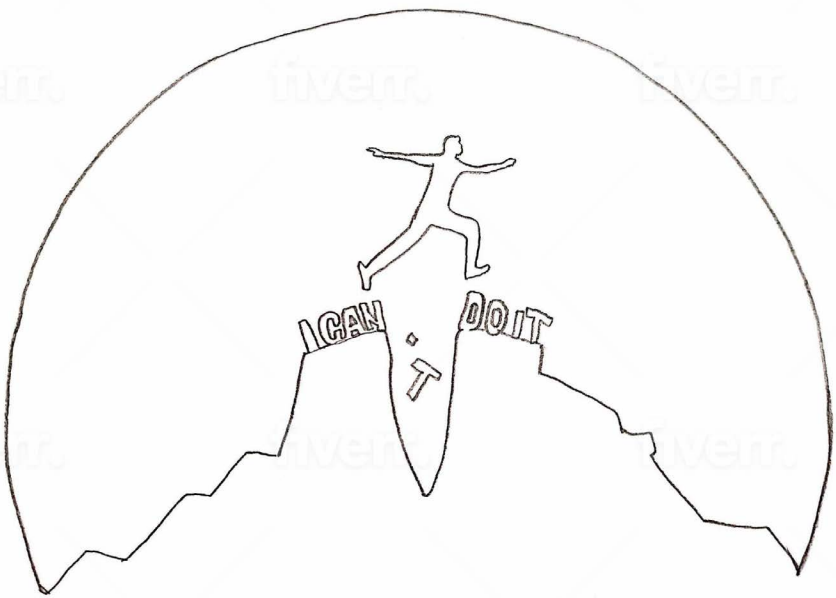
If you want to be successful, you need to learn how to turn your negatives into positive.

Your failures are the opportunity to begin again. You may find many obstacles that will set you back and disappoint you but, you need to overcome it and move on.

You need to keep your eye on what you want and not the other way round. Failures are just the events and never a person, until he quits or give up, you need to persist your aim until you have satisfaction of doing your job well and you attain your ultimate objective.

Lesson

Every time you fail, you get another opportunity to succeed. Let failure be your motivation, and success will be inevitable.



2

Fear of Failure

Dealing with fear of failure is the modern-day bubonic plague, contaminating millions upon millions of people. Many people struggle from a fear of failure, even if they do not recognize it or admit it. I am certain that millions and millions of people forsake dreams for relationships, careers or hobbies because of fear of failing.

Unfortunately for most of us, our brains were programed to believe that failure is bad. Look at our education system - get good grades you get praise, bad grades and you get a big F, and likely some form of punishment. No wonder we have a hard time stepping out of our comfort zones!

One of the biggest obstacles to overcome on our road to success is the fear of failure. For some people, fear motivates them to tackle their obstacles head-on. But for most people, the fear of failure stops them in their tracks. Sound familiar? Of course it does, we've all experienced it. We have all experienced fear, we have all been afraid to do certain things. But we can change that; we can overcome this fear of failure. How? Well,

for one thing we must de-condition our belief that failure is bad. Failure is not bad, it's how we learn. It's, not the only way we learn, but it is effective.

It is not failure itself that we fear it's what we believe about failure that scares us. We may believe failure will lead to rejection, looking stupid, being laughed at, ridiculed, pushed away. But how often does any of that really happen? Not very often, does it?

If you went to school, then you have almost certainly been trained to fear failure from an early age. Here's why: Getting, the "right" answer the first time, is the only thing that is rewarded in most schools. Getting the wrong answer is punished in a variety of ways: low grades, scolding and contempt from teachers and peers.

Failing is certainly not seen as a prerequisite for success. But is "getting it right the first time" really the way entrepreneurs succeed in the real world? Not at all.

When it comes to starting a business, any successful person will tell you that the fastest way to succeed is to jump in, make things happen, and be OK with failing repeatedly. "Fail fast and fail often" is a saying you've probably heard in entrepreneurial circles.

However, in school, were you taught to jump in and make things happen, even if that meant you didn't get it right the first time? Were you rewarded for not being afraid to fail? Probably

not (unless you were extremely lucky). Most schoolchildren learn early that if they fail, they get a big, red F on their paper — and all the unpleasantness that goes along with that.

This means that, by the age of 18, you've been very effectively trained to fear failure. You've certainly not been trained to embrace failure as a key step in learning.

If you went to school for 12 years, this means that you've basically been "in training" to fear failure not for one year, not for two, but for 12 years straight. (If you went on to college, we can extend that to 16 years or more.)

Many psychologists have recognized that the underlying cause of fear of failure is actually fear of the resulting shame or embarrassment. The actual incident, such as flunking a college course, is not the real problem, it is the accompanying emotion of unworthiness that it provokes. People want to avoid this painful experience, so they self-sabotage or behave in self-protective ways, such as not taking risks.

Trying and failing would confirm what they already fear — that they are not smart enough, talented enough, lovable enough, etc. The fear of confirming that unworthiness is stronger than the despair they feel at giving up their dream. This shows the power of shame.

My second business taught me another great lesson to never let anyone interfere with how you run your business. For me, it was my wife.

I created a catalog as well as a video and sold it. I really made much money on the advertising materials, so I decided to go into the lingerie business. My wife thought the plan was not solid enough and didn't want to be involved, so she discouraged me. I sold the company five years later.

It's amazing how we are sometimes controlled by others—not only physically, but emotionally.

What is the one thing you have always wanted to do and never did because of people's opinions or disparaging remarks?

When we are young, we have our parents to tell us what is right or wrong, or tell us what we must or must not do. Well, we are beyond that, now. We are grown ups and should be able to decide what we want to do with our lives. That's all well and good, but as we get older, we are afraid to make a change and, sometimes, we ask others for their advice. We think it is a method of security to ask others if we should do something or not, but it can be discouraging and a real downer.

The most painful thing is, though I made much money in the business, the company I sold it to makes much more, well into millions. I made a wrong business decision because it didn't sit well with my wife, which brings me to my next point…

Fear can interfere (or should that be "inter-fear"?) with our progress as leaders, as business owners, as goal achievers. We all possess some level of fear, so the good news is, we're not in it alone! The better news is, when you learn to exercise control

over your fear, you learn to exercise one of your greatest powers – the power to choose!

Let's have a chat about fear... essentially fear can be broken down into three basic categories: fear of failure, fear of criticism or rejection, and fear of the unknown. Although any one of these can cause you to become immobile, it is usually a combination of all three that creates the most difficulty. A closer look at the characteristics of these fears will reveal them for what they really are – imaginary obstacles to our success.

It is all too common for people to really want something but never even try to go after it. Why? We can chalk that up to the fear of failure. If we recognize that, by not trying, failure is certain, the comicality of this thought would become clear. Unfortunately, this notion of not going for the things we want is a regular occurrence for many of us. Why? We tends to lose perspective of what it means to fail. With failure comes the opportunity to learn and grow. In other words, to fail is to learn. The point is, without failure there is no progress. When you stop falling (or falling), you stop learning. Failure is important to success when you view it as an opportunity to learn.

Fear of Criticism

Let's say Lucy, a salesperson, asks for an order and doesn't receive it; all that means is that she simply didn't get the order. Every time this happens, Lucy often views the transaction differently and concludes that she, not the product, was rejected. Lucy then beings to convince herself that she's not as

good a salesperson as her colleagues and that she is probably not worthy of the order. She then stops asking for orders rather than risk the chance of rejection. At this point, Lucy, and any salesperson in this situation, should pause and put things into perspective. She needs to realize that her worth as an individual is not on the line, only the sales order at hand.

Fear of the Unknown

Many times, our need for security (the need to feel safe), causes us to be fearful in those situations where we're not sure what is going to happen. Our fear of what might or might not happen can cause us to keep from doing those things that will MAKE happen what we want to happen.

Conquer the Fear

Each of the fears mentioned earlier can hinder success, growth and goal achievement, so it's important to remember that every one of us possesses fear to some extent. Fear is inhibiting only when it is allowed to control your life to the degree it causes inactivity and indecision. When you exercise control over your fear, you exercise one of your greatest powers...the power to choose!

Fears are thoughts. Because you have the power to exercise complete control over your mind, you can replace fearful thinking with positive ideas, realistic expectations, and a new attitude about "learning experiences.

How to Overcome Fear of Failure

Past experiences often shape what our fears will be in the future. We must not let our fears paralyze us and leave us in fear. We

should let it be a learning experience and become even better. We must realize that many people who are successful today have experienced failure at some point in time. If it was not for that failure, some of them would not even be where they are at today. We must take failure and use it to our advantage instead of letting it discourages you allow it to give you that extra boost and drive to do better.

The next leading cause to this is lack of confidence – this alone can destroy you. People who are confident have no fear of failure because, in their mind, they know there are going to succeed no matter what even if they do run across some bumps in the road. Confident people will not let any bumps in the road stop them from there success because, most of the time, people who are confident have a more positive outlook on life. They will not let anything come in the way or distract them from their goal. They do not worry about and/or allow circumstances or other people stop them from reaching their goal. Which brings me to the next subject which is comparing our self to other people and worrying about what they think.

We must not worry or compare our self to other people. That is doing nothing but putting unnecessary stress on our self. We often worry about living up to other people's standards instead of trying to live up to our standards. We should create are own meaning of success rather than trying to live up to somebody else's purpose of success. It really should not matter what other people may think or say about you and how you feel about success. People are going to think and say what they want all that really matters is if you are happy and/or pleased with what you are doing. Make you own path and standards

for what best pleases you regardless of what others may think, feel or say about it.

Are You Saying No to Who You Are Meant to Be?
We all know that Thomas Edison invented the light bulb.

Did you know he also invented the stock ticker, the electric vote recorder, the automatic telegraph, the electric safety miner's lamp, fluorescent lights, the motion picture camera, and the phonograph?

While struggling with the light bulb, he replied, "I have not failed seven hundred times. I have not failed once. I have succeeded in proving that those seven hundred ways will not work. When I have eliminated the ways that will not work, I will find the way that will work." From the book, "The Power of Patience," by M.J. Ryan.

- Do you have a fear of failure?
- Do you cringe at the thought of making a mistake?
- Do you expect the worst to happen rather than the best?

Fear of failure is a common reason people hesitate to say YES. For many, the attachment to doing something that leads to an expected or desired outcome often determines whether an experience is viewed as positive or negative. It's only good if it goes the way you want.

If you do something that does not lead to the outcome you desire or hope, how do you use that experience to help you positively? Do you see it as a learning opportunity or a reason to beat yourself up?

Being successful in any area of your life includes a learning curve. That means making mistakes and experimenting with decisions and actions to create the life you are here to live. Accomplishments can be defined as the completion of an action. ANY action. I encourage you to be willing to recognize and appreciate your courage to both succeed and fail—which is all a success, really!

How about Oprah? If you look at where, she started. Whom she has become, her rise to becoming a powerful influence for women has soared over the years because she has had the guts to set a new standard for talk shows and the willingness to be a transparent model of authenticity to people worldwide.

How about you? Are you the same person you were five years ago? If you've been growing yourself and your business, the answer would be no. Even if you haven't put a lot of time and energy into personal growth, it is impossible to remain the same indefinitely. We are either moving forwards or we are moving backward.

We use past experiences as a barometer to measure future experiences and projected outcomes. We can hesitate to say YES because we believe, "If this happened in the past, I fear the same experience will repeat in my future." We can use past experiences as excuses to take risks and take quantum leaps. To expect the past to repeat itself exactly is impossible because we aren't the same people today that we were then. The potential for themes and patterns to recur is probable if you haven't done the inner work to clear limiting beliefs, resolve past pain, and self-sabotage.

We can manufacture any reason to avoid doing anything we don't want to do. The more evidence we collect to prove our reasoning, the better positioned we are to make our case to ourselves and to others. And we can become brilliant in our defense to avoid stepping out of our comfort zones or retreating when the going gets tough. Enlisting others to support our case makes things a whole lot easier to avoid.

Common beliefs regarding failure:

- I have to get it right (perfect)
- I don't have what it takes
- If I say no, people won't like me
- I have nothing valuable to offer
- If I'm really "me" people won't like or love me
- Things don't usually turn out well for me (self-fulfilling prophecy?)
- It's too hard
- Success happens for other people not me
- I'm not good enough, smart enough, lovable enough...
- I'm not ready
- I won't be able to handle...
- Maybe what I have is enough and I should be happy with the way things are and not want more.

Self-fulfilling prophecies give us even more ammunition to prove why something doesn't work out well. Wikipedia's definition of self-fulfilling prophecy is "a prediction that directly or indirectly causes itself to be true." If we are resistant, expecting something to go poorly or fear it might go well (fear of success), you can bet we'll find ways to sabotage ourselves so we can prove we're right. That gives us permission to come

back and say, "I told you so!" to ourselves and others because we didn't really say YES!

It is through the trial and error experiences that we develop our unique formula for happiness and success.

Yes, you will minimize the chances of too many costly mistakes in your life by doing your homework, making informed decisions, and creating solid strategies to implement. Remember, that even with the best plan that includes anticipating possible outcomes; life will still bring you the unexpected. When you have failures and mistakes as part of your strategy to success and outlook on life you will rebound more quickly to each situation as it arises. Hence, that you continue to move toward your destination.

Getting things you may not want will help you get that much clearer about what you do want. In that way, your commitment to your dreams and goals become more compelling.

To explore your attitudes about failure, consider the following twelve questions. Take your time in answering them:

- What is your definition of failure?
- What does failure mean to you? What does it look like, feel like?
- What fears, concerns, or assumptions do you associate with failure?
- How are your fears and beliefs about failures affecting your life? Constricting you? Inspiring and motivating you? Some people use their fear to break through barriers and create amazing lives.

- Is it possible that your fears and beliefs about failure are fundamentally false, even if you have evidence to back it up?
- If you fail at something, does that define you as a failure?
- What specific experiences would you define as failures?
- Can there be success in failure? (Remember Thomas Edison's quote!) Is it possible that any every failure you ever had was really a success?
- Do you use your past failures as learning experiences or do you use them to beat yourself up?
- If you appreciate past failures as growth and healing opportunities, what value have you have taken from them to enhance your life?
- If you could not fail, what would you be doing? Whom would you be?
- Would be saying YES to whom you are meant to be?

We are human beings! We react, respond, screw up, and do things brilliantly.

Every situation offers a growth and healing opportunity. Look for the gifts and blessings in each experience that challenges you and invites you to be more than you are, especially when it is undesired.

- Approach life with more self-love and compassion for those times you judge yourself to be less than your best.

- Aspire to see yourself and others through the eyes of love (if you aren't already there!). And when you have those moments when you slip into your humanity rather than

your Divinity, forgive yourself and use the experience as an opportunity to heal and grow.

- Don't take yourself so seriously. Remember to laugh and have fun.

Fear of success and fear of failure are two sides of the same experience. By definition, success and failure is perceived from multiple viewpoints. Both results offer opportunities for self-discovery and change. It is through the process of succeeding and failing that we come to know more about who we are. We learn about our unique talents, skills, and gifts through the opportunities we create that invite us to shine.

Lesson

Don't let fear keep you from taking risks. If you succeed, you're wise…if you fail, you'll learn.
Don't forget that