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Failure

FEATURE ARTICLE

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We were born for it.

From the very beginning of our lives, failure has played a fundamental role in our development. Learning to walk required countless tumbles before we finally found our balance. Every skill mastered, shaped by repeated mistakes. Failure is woven into our existence, serving both as a hurdle and a teacher.

In a time when success is all but expected, it can be easy to overlook the role of failure in our personal and professional growth. As children, we embraced it with a natural curiosity. Every scraped knee or lost game taught us to persevere and adapt. But somewhere along the way, the fear of failure began to overshadow its value. We became more cautious, more calculating, and more resistant to its potential.

As a global digital consultancy, our projects rarely follow a perfectly linear path. We experience setbacks on a regular basis. But by partnering with our clients, we create an environment in which we can leverage the value of failure to achieve the best possible solution. Failure provides a unique

lens through which we can reassess the problem, refine our approach, and ultimately, deliver a better result.

Don't get me wrong, we don't begin our engagements deliberately looking to fail, but over the past 30+ years of working on high-stakes projects, we've come to recognize failure's potential to propel our efforts forward. We create a space in which both our teams and our clients embrace new challenges as opportunities to grow. As is the case with most of our lives, our greatest successes often emerge from the lessons we learn along the way.

Failure is not a sign of weakness or incompetence; it's a testament to our willingness to push boundaries. Next time you find yourself grappling with a setback, remember: *you were born for it*. It's in your nature to stumble, fall, and rise again for the next challenge.

Keep failing forward.

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