

Fail Better Book Overview

If you aim to innovate, failure is a given. It's what you do with it that counts. We'll show you how to design your everyday work to improve outcomes, individual and team capacity, and organization-wide learning.

PART I

The Antidote to Failure

One: **Failures Are Inevitable**

You can't escape failure. A systems-based examination of failure's roots helps to establish why and explains how smart mistakes can bring big benefits.

Two: **Three Steps for Harnessing Failure**

To make your failures productive, you need a systematic approach. We introduce the fail better method: launch, iterate and embed

Three: **Charting Your Fail Better Path**

Discover practical guidance for making the book's ideas work for you, and start implementing the Fail Better method right away.

PART II

Fail Better: Step-by-Step

Four: **Launch Your Project**

Lay the groundwork for every new project to enable effective learning and productive surprise.

Five: **Iterate to Build and Refine**

Master the three elements of iteration: planning, taking action while capturing data, and examining results to decide the next action step.

Six: **Embed the Learning**

Pinpoint what you've learned, share it with others, and embed the discoveries into your own professional practice.

PART III

Moving From Ideas to Practice

Seven: **Your Mindset for Implementation**

Develop your own Fail Better mindset, a way of approaching challenges and opportunities that builds on four core principles.

Eight: **Our Design-for-Learning Foundation**

Delve into the principles behind the Fail Better method, and you'll be equipped to improvise from the foundation on which the approach is built.

Nine: **Practical Fail-to-Succeed Lessons from a Frugal Innovator**

See Fail Better principles in action through BRAC, an organization that over the course of four decades has achieved global change with limited resources.

Ten: **Fail Better Can Change the World**

Think big. Explore how the Fail Better approach could help make the world a better place through an example from the present and an inspiration from the past.

Start Today. Could any project, anywhere, accomplish even more? We think so. Your next effort could home in on the right deliverables while uncovering new insights, building new capabilities, and enabling useful learning. Start with your next project, and you could help change the world.

