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### **Fail Better**

*Design Smart Mistakes  
and Succeed Sooner*

Anjali Sastry & Kara Penn

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## **A practical method for innovating by doing.**

Everyone is talking about failure these days. It's okay to fail—that's how you learn. But how *exactly* do you go from failures to success in the quest for innovation and improvement? Until now, there was no repeatable method for doing so.

In this book, Anjali Sastry (MIT) and Kara Penn (Mission Spark) provide what's been missing: a feedback loop for learning from our mistakes, paired with systems thinking tools for pinpointing the most informative actions and extracting their lessons. You'll learn their practical step-by-step process and find encouraging guidance for getting started, building new habits, and staying the course. The book is filled with inspiring stories of organizations, teams, and individuals, and includes handy "how to" sections to help you design and implement your own version of the process. An overview of the underlying research on learning, innovation, and psychology explains how the method equips you to avoid failure when you can—and when you can't, to pick up the pieces and make the most of them. Amazon's editors selected *Fail Better* for the coveted title of business and leadership "Best Books of the Month," and since then many readers and reviewers have found much to praise in the book.

For anyone—innovator, engineer, manager, change-maker, or executive—who isn't afraid to fail, this book will help you do it better.

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### **ABOUT THE AUTHORS**

**Anjali Sastry** is senior lecturer at Massachusetts Institute of Technology Sloan School of Management and lecturer in the Department of Global Health and Social Medicine at Harvard Medical School. She investigates systems thinking and practical management approaches for improving and innovating healthcare delivery in low-resource settings globally.

**Kara Penn** is principal consultant and cofounder at Mission Spark. She works on the front lines of practical management, implementing new approaches in complex organizational settings. She works with a wide variety of organizations, governmental entities, and foundations and attended MIT Sloan School of Management as a Forte Fellow.

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