



# **FAIL FASTER**

**Innovate Now for Later**

**THINGS I  
HAVE  
FAILED AT**

# COLLEGE

**COLLEGE**  
**(twice)**

# 1ST JOB

# FREELANCER

# LAST JOB



# MISS NEW HAMPSHIRE

# CURRICULUM CHANGE

# DIRECTIONS TO HERE

# COLLEGE



**KNOWLEDGE  
CROWNS  
THOSE WHO  
SEEK HER**

# 1ST JOB

# FREELANCER



# LAST JOB

# MISS NEW HAMPSHIRE

# CURRICULUM CHANGE

# DIRECTIONS TO HERE

**Your  
career  
ladder is  
broken**

**Weekly paper**

**Small daily**

**Midsize daily**

**Metro**

**News magazine**

**The NYT is a  
billion dollars  
in debt.**

**The New York  
Times!**

**People  
sometimes  
confuse  
creativity with  
innovation.**

**— John Kao**



**Innovation  
is how  
new ideas  
address  
issues**

**Don't mistake  
cool marketing  
and cool  
concepts for  
genuine change.**

**— John Kao**

# Norm Larsen

**Norm Larsen failed**  
**39**  
**times**  
**before**  
**getting**  
**it right**



# WD-40®

- Stops Squeaks
- Drives Out Moisture
- Cleans And Protects
- Loosens Rusted Parts
- Frees Sticky Mechanisms

- Elimina el rechinado
- Expele la humedad
- Limpia y protege
- Afloja las piezas oxidadas
- Libera los mecanismos trabados

PROSOL MULTIUSOS – HECHO EN E.U.A.

**PELIGRO:** Inflamable. Envasado bajo presión.  
Nocivo o letal si se ingiere.

NET WT. 5.5 OZ. CONT. NET. 155g

(For the record,  
WD-39 is a really bad  
punk rock band from  
Long  
Island)



fail faster: an eminently inspiring talk

**Better is good**

**New is better**

**If it is good**

# Photography, and the Tolerance for Courageous Sucking.

merlin mann

fail faster: an eminently inspiring talk



**INNOVATE  
CREATE**

**(the  
creative  
habit)**

# routine ritual

**technique**

**≠**

**creativity**

**Leo**

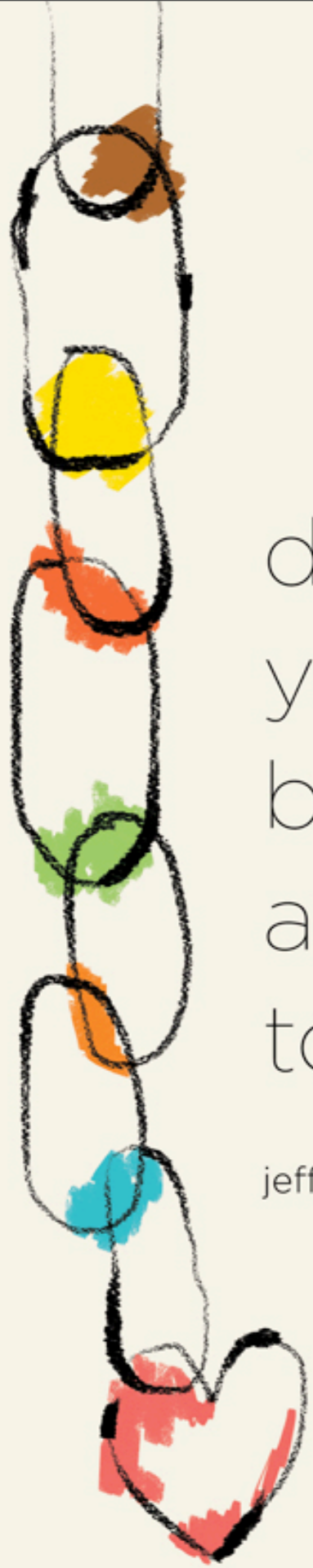
**&**

**Leo**

LEO  
&  
LEO

“THIS MAN WILL  
NEVER DO  
ANYTHING, FOR  
HE BEGINS  
THINKING  
ABOUT THE END  
BEFORE THE  
BEGINNING OF  
HIS WORK.”

# Edison and the Soup



do what  
you do  
best  
and link  
to the rest.

jeff jarvis





**Find a niche**

**Pursue a passion**

**Take a chance**

**Risk it all** (or at least a lot)

**Lead**

5

**5**

**new  
names**

5

**new  
widgets**

**5**

**new  
ideas  
that  
will  
work**

**5**

**new  
ideas  
that  
won't  
work**

**5**

**new  
stories**

**I'm following my  
footsteps**

*just to see  
where they  
might go*



**gradyjournal.com**

**visualjournalism.info**

*(thanks, bye)*

