



# **Brilliant Failures®**

Working together, Failing together, Learning together

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# **Project Plans**



A project plan is a set of lies that make others decide what we want them to decide!



"Before I make my decision, I'd like to see those meaningless statistics again" Ino Moralez Credits







### A well-known formula

# NT + OO = EOO

### New Technology Old Organisation

Expensive Old Organisation

## Learning fast

### Pace of Learning should exceed Rate of Change



Trial and error is sometimes the only way to make progress. Reflection is an important mechanism for learning.

# FAIL = First Attempt In Learning "Sometimes you earn, sometimes you learn"



### From Cost of Failure

towards

Value of Failure



### **Brilliant** Failures

### $\mathsf{BF} = \mathsf{V} \times \mathsf{I} \times \mathsf{R} \times \mathsf{A} \times \mathsf{L}$

V = Vision

- I = Inspiration
- R = Risk Management
- A = Approach
- L = Learning



### Definition

A Brilliant Failure® is a well-prepared attempt to create value, but with a different outcome than expected and with a learning opportunity.



Universal Human Right to try, to fail (brilliantly) and to learn





#### 2014-10-27 9:19:02 AM M 2/3

Empty seat at the table





\$0

£144.000)

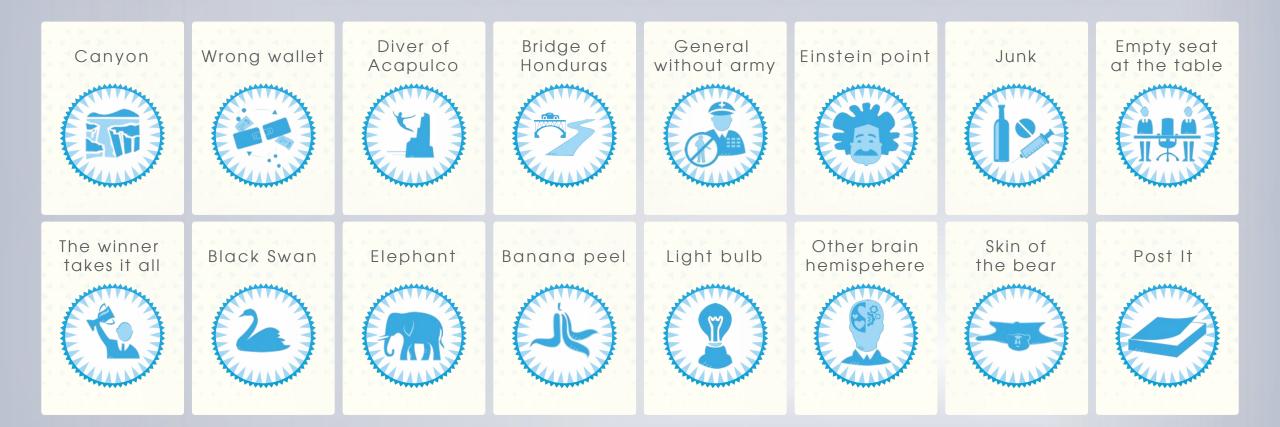
13°C





# Failure Intelligence

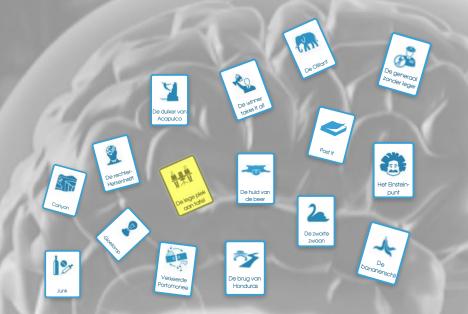
From Cost of Failure towards Value of Failure





# FAILURE INTELLIGENCE

Lege plek aan tafei €144.000





Learning cycle

Projects

Archetypes

My contributions

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88

#### **PROJECTS** (231/231)





#### Consumers still notice little of the plastic levy

Since 1 July 2023, there has been a levy on disposable plastic sold by supermarkets and snack bars, among others. In this way, the government wants to prevent waste and environmental pollution. The amount is currently not yet passed on to the consumer and less is charged for the plastic than the government has...





European Central Bank European Union

#### Site for voting on new banknotes crashes due to too many visitors

With the help of a website, the European Central Bank wanted to give citizens of Europe the opportunity to help decide on the appearance of the new bills. On the site one could choose between a number of themes for the banknotes. Many people were eager to give their opinion, because the site was inaccessible on th...



Huge inflatable duck already deflated

inflatable bath ducks in Hong Kong's Victoria Harbour.

He had also exhibited such a duck there in 2013, which

could not handle the heat and deflated. Unfortunately,

one of the ducks was also unable to withstand the heat

A

Dutch artist Florentijn Hofman placed two giant

this time: it collapsed after just one day.



Finance Electric bicycles

tax authorities Al

**Chatbot tax authorities** 

In the Excellence Center at the Tax and Customs

Administration, Ramon Ankersmit and a team started a

project that wanted to develop a chatbot. They wanted

to find out what conversational intelligence could bring

to the organization. After a while it turned out that in

addition to technical skills within the team, other...

#### VanMoof in financial trouble

The e-bike company VanMoof is currently in financial trouble. The minimalist bikes were immediately popular. Unfortunately, since the new model S3, they have too many flaws. Due to the many repair requests and delivery problems, the Dutch bicycle manufacturer has run out of money. Sales have been halted and...







#### Magpies use anti-bird material for their nests

To prevent bird droppings from landing on balconies or roofs, people stick prickly anti-bird pins on their houses. That way the birds stay away, at least that was the idea. Now it turns out that magpies travel miles to collect the metal spines. The anti-bird spikes are perfect for protecting their nest from predators and...





North Brabant Local authority

#### Korfball field built across the football field

In a letter to the municipality, two children from Oss asked for a korfball field. The municipality agreed and a very special location was chosen: right across an existing football field. Local residents knew nothing about it and didn't like it either. The municipality has now decided to move the korfball field.





catering industry North Holland Corona +...

Restaurant closes less than a month



#### **Titan submarine implosion**

In a van-sized experimental submarine made of titanium and carbon fiber, five occupants descended to the wreckage of the Titanic on June 18, 2023. Contact was lost several hours after their departure, and the Titan was nowhere to be found. The search went on for days, but unfortunately all five occupants were killed i...





Google and the brilliant glasses



Art Hong-Kong

after one day





USA disney

Star Wars hotel not popular







Publiekswinnaar 2011 -Stoppen is een optie!



TEXT TO CHANGE – Winnaar publieksprijs De



Vredeseilanden – Winnaar Juryprijs De Briljante



O Overzicht publicaties O Delen

#### Publicatie Maart 2015

### Fouten om van te leren

Briljante Mislukkingen Award Zorg 2014



#### Briljante Mislukkingen Award Zorg

BRILJANTEMISLUKKINGEN.NL/AANMELDEN



Kom leren van onze Nieuwe Helden op de zeepkist



### Briljante Mislukkingen Award Zorg 2018

4 December 2018
Ministerie VWS
14.30u - 17.30u

Een Briljante Mislukking is niets anders dan een goed voorbereide poging om iets te realiseren met een andere uitkomst dan gepland en een leereffect.

Dutch selection for the Burupsen Al Startup Landscape Instrumentations

Uitreiking Award Briljante Al-mislukkingen Publieke Diensten

NLA Coalitie

E





### PROCURA+ NETWORK Award

### for the most Brilliant Failure in the area of Sustainable Procurement









# (Brilliant) Failure is an OPTION

