



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"

Uno Moralez
Credits



Your plan



Reality





A well-known formula

$$NT + OO = EOO$$

New Technology
Old Organisation

Expensive Old Organisation

Learning fast

Pace of Learning should exceed Rate of Change

$$L > C$$

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

$$BF = V \times I \times R \times A \times L$$

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 DECLARATION

Right to Fail Brilliantly



Preamble

Whereas there is a common ambition to succeed and good preparation, a project and/or activity may turn out differently than planned or desired;

Whereas "Brilliant Failures" is an attempt to create value whose originally intended result wasn't achieved, even though no avoidable or culpable mistakes were made; lessons were learned and learning experiences are being shared;

Whereas recognizing the right to Fail Brilliantly is a basis for psychological safety and personal and organizational evolution, and therefore a basis for the ability to forgive, put into perspective, and learn from failed attempts, not only at an individual but also at the organizational level;

Now, therefore, the Institute of Brilliant Failures proclaims that every individual and every organization, keeping this Declaration constantly in mind, shall strive to promote respect for these rights and freedoms and by progressive measures to secure their universal and effective recognition and observance:

ARTICLE 1

Every person has the right to have their failed attempts be forgiven and put into perspective and to learn from them.

ARTICLE 2

Every person in every layer of an organization or society has the right to Fail Brilliantly.

ARTICLE 3

You have the right to try.

ARTICLE 4

You have the right to try.

ARTICLE 5

You have the right to protection of your reputation.

PAUL ISKE
CHIEF FAILURE OFFICER

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



Bridge of Honduras



Empty seat
at the table



€ 144.000

Canyon





Failure Intelligence

From Cost of Failure towards Value of Failure

Canyon



Wrong wallet



Diver of Acapulco



Bridge of Honduras



General without army



Einstein point



Junk



Empty seat at the table



The winner takes it all



Black Swan



Elephant



Banana peel



Light bulb



Other brain hemisphere



Skin of the bear



Post It





FAILURE INTELLIGENCE



€144.000

- Learning cycle
- Projects
- Archetypes
- My contributions

PROJECTS (231 / 231)

Filter projects



Sustainability Supermarkets Government

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...



Finance Electric bicycles

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...



Nature Birds

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...



Titanic Scuba diving OceanGate

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...



Art Hong-Kong

Huge inflatable duck already deflated after one day

Dutch artist Florentijn Hofman placed two giant 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 this time: it collapsed after just one day.



tax authorities AI

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...



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.



Google gadgets Technology

Google and the brilliant glasses**Failed application subsidy scheme Lively Brabant**

USA disney

Star Wars hotel not popular

catering industry North Holland Corona +...

Restaurant closes less than a month



WAT WIJ DOEN

INSTRUMENTEN

PROJECTEN

NIEUWS

AWARD ZORG



Ontwikkelingssamenwerking



Publiekswinnaar 2011 -
Stoppen is een optie!



TEXT TO CHANGE -
Winnaar publieksprijs De



vredeseilanden

Vredeseilanden - Winnaar
Juryprijs De Brilljante

Publicatie Maart 2015

Fouten om van te leren

Briljante Mislukkingen Award Zorg 2014



In samenwerking met:



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.

Briljante Mislukkingen Award Zorg

BRILJANTEMISLUKKINGEN.NL/AANMELDEN



Kom leren van onze **Nieuwe Helden** op de zeepkist







**PROCURA+
NETWORK**

Award

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





(Brilliant) Failure is
an **OPTION**

