

ISSUE 471

DATE: 22/12/2017

Believe in What We Do: Celebrate Failure!

Dear Penfabricans,

Some years ago, we exchanged visits with the Intel R&D team. Our R&D team then was in its infancy or formative stage, still struggling to establish ourselves in the Textile R&D arena. Where else to learn to be a good start up than one of the most established and resourceful high tech company in the world? INTEL. Penang INTEL is the heart or center of World INTEL R&D initiatives. The R&D members here had established and patented numerous inventions and breakthroughs. At Penfabric, we also aspire to achieve remarkable breakthroughs, especially in wearables. Hence, the name for our R&D team is "WWS Team", the acronym for Wearable, Wellness and Sustainable.

We managed to learn many lessons from INTEL's way of innovation, R&D and inventions; for instance, the various steps to take to ensure successful R&D like Score Board, Scrum, White Board, and Dungeon. Furthermore, whenever there are any breakthroughs in their work, they will celebrate: small breakthroughs, small celebrations. Big Achievements are always followed by big, joyous celebrations of loud yelling, thunderous applause, voices of joy, jubilation and tea parties.

It is not surprising that people celebrate success. I was astonished, floored when I was told that they celebrate failures too. What the heck? What is so great about failure that they celebrate failure? Unheard of. Madness! Lunatic? Encouraging failures? However, I was told by the INTEL elite that it is even more important to celebrate

failures than successes, especially BIG failures! Do I have ears that do not hear properly? Have they or have I gone bonkers? However, they went on to explain the importance of celebrating failures. When a team fails, spirits are down. Motivation is on the ebb. It is, hence, most important to retrace the path, energize the members by soothing the wounds, eating together, crying together, consoling one another and getting ready to regroup to fight the battle all over again.

Bill Gates also opined that it is fine to celebrate success but it is more important to heed the lessons of failure. As such, celebrate and examine thoroughly each Failure so that the reasons for failing could be well understood by all. With that, mistakes may be rectified and plans redrawn to mount the next attack. Successful people are not afraid of failure, unlike the average people who often do not even try. We will never fail if we never try. At the same time, we will not succeed in anything that we do when we don't even make an attempt. We just live from day to day, a mundane life. No peaks and no troughs. Ordinary and uninteresting.

Dear Penfabricans, failure is a matter of course when we aspire to do better than others, to venture where no others had attempted before us. Use failures to bounce back each time until we anchor at the harbour of success. And YES, often through sweat, tears and many sleepless nights.

Have a wonderful weekend. Believe in What We Do. Do celebrate failures and learning from them to arrive at success.

Thank you.

With kind regards,

HSTeh.