

How to embrace

THE FOUR FE4RS®

of Business Ownership

The Failure vs Opportunity Scales

REFRAME YOUR RELATIONSHIP WITH FAILURE

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THE FOUR FEARS® GUY

The Failure vs Opportunity Scales

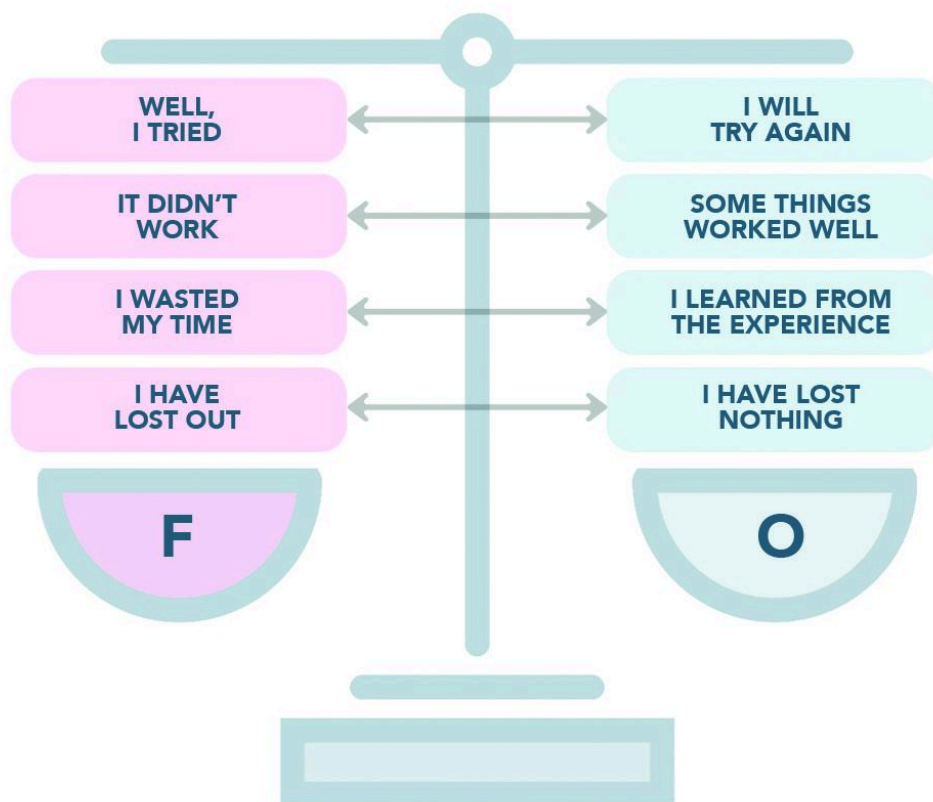
The difference between *failure* and *opportunity* is simply a matter of opinion. And the only opinion that matters is your own. More often than not, you will have incorporated an emotional bias into that opinion - focusing on how the action or experience made you feel, as opposed to the practical outcomes.

Event + Response = Outcome

If our response to an event or experience is more founded in logic and practicality, it becomes easier for us to lean into the successes and opportunities the experience has created, as opposed to the failures and hesitations we may otherwise get caught up in.

Reframe your opinion(s)

In the book, I shared some examples of how a simple reframing can adjust your outlook (and redress the balance of the Failure vs Opportunity Scales):



The Failure vs Opportunity Scales

Adjust your Tipping Point

In the table, below, write a list of recent actions or activities that you have taken in your business this past month, placing them on the side of the scales that you think best reflects the outcome that each action generated - *failure* or *opportunity*.

Failure	Opportunity

For those actions or activities you have considered *failures* (above), note down at least one benefit they have each brought to your business. No benefit boxes can be left blank!

Failure	Benefit

For those actions or activities you have considered *opportunities* (on the previous page), note down at least one follow-up action that these have or could lead you to next:

Opportunity	Follow-up Action

The purpose of the above is to connect each opportunity to the next, and get you thinking about future *wins* (as opposed to hesitating around perceived *failures*).

NEXT MONTH - Repeat this exercise. Note if your propensity for considering an action to be a failure has shifted more towards the belief it is, actually, an opportunity.

Bonus activity

As per the *Scales* illustration, revisit your list of *failures* and reframe each of them as the *opportunities* they could become (bearing in mind the benefits you have identified):

Failure	Opportunity

You're starting to embrace failure - look at you go!