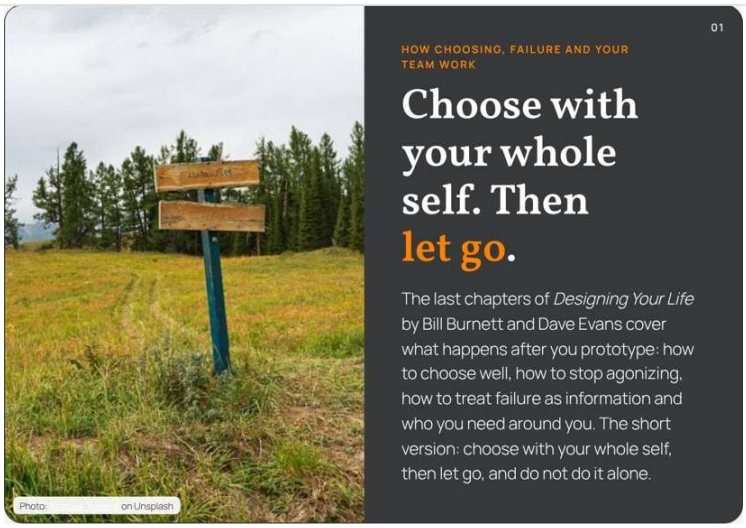
BUAD 427 · SLIDE NOTES

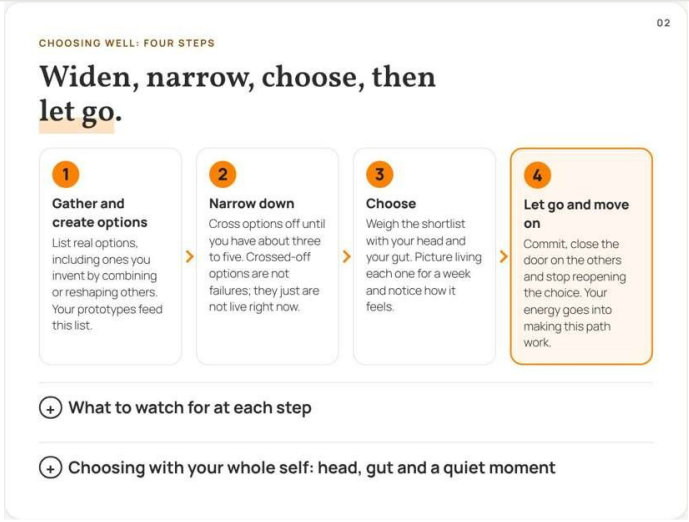
Choosing Well, Failure Immunity and Building Your Team

Each slide is on the left. Type or write your notes on the right. https://julesmorrisphd.com/teaching/smith-gls/buad-427/choosing-failure-team/



Slide 1

My notes



Slide 2

My notes

03

WHY LETTING GO MATTERS

Stop keeping the other options alive in your head.

Burnett and Evans point out that the unhappiness people feel after a choice often comes from keeping the other options alive in their heads. A good process followed by a clean letting go tends to feel better than a "perfect" choice you keep second-guessing.

Slide 3

My notes

04

FAILURE IMMUNITY: NOT ALL FAILURES ARE ALIKE

Three kinds of failure. One deserves your learning energy.

1

Screwups

You are usually good at this and slipped: a missed deadline, a typo in a client deck.

Response: own it, fix it, move on. No deep lesson needed.

2

Weaknesses

The same failure keeps showing up, and years of effort have not changed it much.

Response: accept it, design around it and lean on teammates.

3

Growth opportunities

A failure with a clear cause you can fix: you rushed the analysis, you never asked the client.

Response: this is where to spend your learning energy.

⊕ Running a failure log: turn setbacks into data

Slide 4

My notes



Photo: Jelly Marketing on Unsplash

05

BUILDING YOUR TEAM: WHO IS ON IT

Do not design your life alone.

- **Supporters.** People who cheer you on and listen without fixing.
- **Family and close friends.** People who know you best and will live with your choices.
- **Mentors.** People with experience who help you find your own answer.
- **A life design team.** Three to five peers who meet regularly to work through each other's designs.

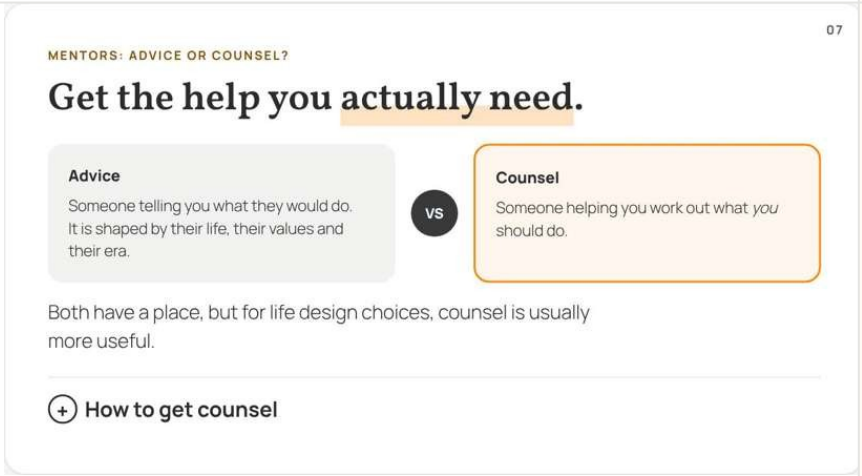
Slide 5

My notes



My notes

Slide 6



My notes

Slide 7



My notes

Slide 8