

Given our new beginnings as comedy directors, it felt appropriate to share this from *Creativity, Inc.*, Ed Catmull's book about Pixar:

“For most of us, failure comes with baggage...failure is something to be ashamed of...All the time in my work, I see people resist and reject failure, and try mightily to avoid it because regardless of what we say [about not being afraid to fail], mistakes feel embarrassing. There is a visceral reaction to failure. It hurts... I’m not the first to say that failure, when approached properly can be an opportunity for growth, but the way most people interpret this assertion is that mistakes are a necessary evil. Mistakes aren't a necessary evil. They aren't evil at all. They are an inevitable consequence of doing something new, and as such should be seen as valuable. Without them, we'd have no originality.

“As I've mentioned, [Andrew Stanton (Finding Nemo, WALL-E)] is known around Pixar for repeating the phrases, 'Fail early and fail fast,' and 'Be wrong as fast as you can.' He thinks of failure like learning to ride a bike. It isn't conceivable that you would learn to do this without making mistakes, without toppling over a few times. 'Get a bike that's as low to the ground as you can find, put on elbow and knee pads, so you're not afraid of falling and GO,' he says. If you apply this mindset to everything new you attempt, you can begin to subvert the negative connotation associated with making mistakes... 'You wouldn't say to somebody who's first learning to play the guitar, 'you better think really hard about where you put your fingers on the guitar neck before you strum because you only get to strum once and that's it. And if you get that wrong, we're going to move on.'”... He deals with the possibility of failure by addressing it head on, searching for mechanisms that turn pain into progress...To be wrong as fast as you can, is to sign up for aggressive, rapid learning.”