



## Stanford eCorner

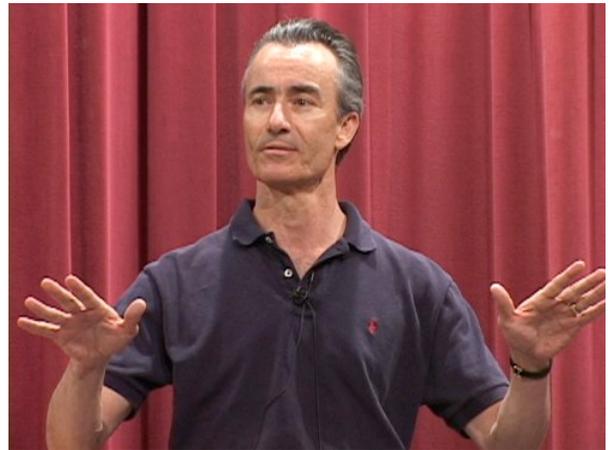
### Learning from Mistakes

Trip Hawkins, *Digital Chocolate*

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Video URL: <http://ecorner.stanford.edu/videos/1363/Learning-from-Mistakes>

Hawkins offers suggestions on how to assess one's mistakes and figure out what to learn from them. It is okay to make mistakes but it is also important to learn from those mistakes and not repeat them again, he adds.



#### Transcript

I've had my successes and my failures so I have seen what happens when the whole house burns to the ground. It's not a lot of fun. And that's how I learn things the hard way. When I was young I was completely fearless and sometimes you have success because of that sometimes you make horrible mistakes because of that but now I'm an old man and I've done everything possible that you can do wrong and again the important thing I think about mistakes is don't let the mistakes take get you down. Just study them and figure out what learning there is that you could extract from it and then get up off the floor and get moving. If you get knocked down just get up again. If you're going to be a successful entrepreneur you have to have somebody who can tolerate a rate of change, you have to be willing to put a lot more hours into it. You have to tolerate the fact that you're going to make more mistakes and have a culture that responds to that. You know what big companies do around mistakes? Number one, everybody tries to avoid making them so nobody ever does anything very interesting that's new. And if a mistake is made they try to cover it up or they try to use it to win a political battle by blaming somebody else that's a rival; not very productive.

So if you have that behavior in a small company that small company is going to fail, no question. You've got to have a culture that just says, "Hey, if there's a problem we all go to be talking about it because there's something for everybody to learn and it's perfectly okay to make mistakes. What's not okay is to not learn and then make the same mistakes again. Again it's a quality of toughness that has to go along with that.