



## Stanford eCorner

### You Can Overcome Any Failure

Mark Forchette, *OptiMedica*

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Video URL: <http://ecorner.stanford.edu/videos/2655/You-Can-Overcome-Any-Failure>

OptiMedica CEO Mark Forchette describes learning to overcome an early failure in his career, while on a trip to New York City to pitch his company to advertisers. He explains this experience taught him to keep failure in its proper perspective. According to Forchette, "failure is a natural part of the process of earning success."



#### Transcript

Lesson number four, there's no failure that you can't recover from. You're going to go out and you're going to take a big swing in life and if you fail, so what? So what? You can recover from it. You're going to be in the weeds in your career and you just need to believe in yourself and find a way to get out and now I had a really interesting thing happened here when I was with Donnelly Communications, my own business. I was up to my neck in debt. I didn't have a dime to my name. Every credit card max out and nevertheless, I believed in my product and I said, "You know what, I've got to get to ad agencies in New York City." So I drove from Alabama up to New York City and I was pounding up and down Madison Avenue every day calling up ad agencies. One night, I went to the Port Authority Bus Terminal I was standing in New Jersey and I went to the Port Authority Bus Terminal to get to bus home. I missed it. I didn't have any money to get a bus ticket and I was standing in the bus station. And I said, "You know what, this feels pretty much like failure." because things weren't going that well.

I had no money and I was in the Port Authority Bus Terminal at like midnight. I had no idea how I was going to get home. And so, I started looking around and over the corner is a guy playing the guitar. Now, Tom said I played the guitar and I had on a great pinstriped suit and wingtips with holes in them and I walked up to the guy and I said, "Hey, dude at some point you're going to need to go to sleep and when you do can I play your guitar because I need to get bus fare to get back home." And he said, "Yes, sure." And he hand it to me, so I got bus fare. I made some tips. I managed to get home and then three days later, I got my first job in surgical sales. So I mean, it's just kind of I felt like, "Man, I'm big time in the weeds." But it was, it's kind of a nice recovery. No failure you can't recover from.