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the power of **FAILURE**

「There is nothing wrong with failing, as long as it's a milestone, not a dead end」

The kind of thinking that focuses on exploring ideas is seldom encouraged traditionally. The term 'creativity' is frequently inflated by association with hype-laden words such as genius, brilliance, revolution and innovation. Not many like to admit that everyone has or can develop substantial creative ability.

One of the loudest of such words associates with creativity is 'epiphany'. Innovation doesn't just come in a single moment, but after hours of research and thought. Ideas seldom hit like lightning bolts – Newton didn't just come up with the theory of gravity because of the apple and Archimedes didn't just figure out how to test the density of gold by hopping in the bath tub. They both had a ton of research and thought poured into their discoveries. The goal isn't the magic moment: it's the end result of a thought-provoking process.

In this day and age, figuring out one's creative process is crucial. The first step towards that is to let go of inhibitions, since it will simply lead to less fear of embarrassment. Being creative has more to do with being fearless than intelligent. The greatest creative hack, however unglamorous and obvious it might be, is simply not giving up. There is nothing wrong with failing, as long as it's a milestone, not a dead end.

From Leonardo da Vinci to Stephen Hawking, their success rests deeply on the foundation of creative thinking. With the practice of creative thinking, ideas that can change the world are born. The only real limitations are self-imposed. Once you let go of those, creativity flourishes ←