

# Our Favorite Mistakes:

Learning from Mistakes and Creating  
Organizations That Do the Same

Slides & More: [MarkGraban.com/ILC2022](https://MarkGraban.com/ILC2022)

***Mark Graban***


**Mark@MarkGraban.com**

**2 years**

**2 years**

**200 people**

**What's your  
favorite mistake?**

A photograph of Jen Welter, PhD, looking upwards and to the right with a thoughtful expression. She has long dark hair and is wearing a dark blue polo shirt. The background is a dark blue wall with the Arizona Cardinals logo and the text 'ARIZONA CARDINALS' repeated. A white text box in the top right corner contains a quote.

”Gosh, there are so many.”

**Jen Welter, PhD**

First female assistant NFL coach

# MY FAVORITE MISTAKE

[MARKGRABAN.COM/MISTAKE99](http://MARKGRABAN.COM/MISTAKE99)

HOSTED BY  
**MARK GRABAN**

EPISODE



**BRION HURLEY**

# Brion Hurley



# Brion Hurley

## Kicking & Punting

\* indicates bowl stats included

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[Glossary](#)

					Kicking								Punting		
Year	School	Conf	Class	Pos	G	XPM	XPA	XP%	FGM	FGA	FG%	Pts	Punts	Yds	Avg
* <a href="#">1993</a>	<a href="#">Iowa</a>	<a href="#">Big_Ten</a>		K	11	2	2	100.0	1	1	100.0	5	8	285	35.6
<a href="#">1994</a>	<a href="#">Iowa</a>	<a href="#">Big_Ten</a>		K	11	23	26	88.5	2	5	40.0	29			
<a href="#">1995</a>	<a href="#">Iowa</a>	<a href="#">Big_Ten</a>		K	11	4	6	66.7	2	5	40.0	10	11	394	35.8
<a href="#">1996</a>	<a href="#">Iowa</a>	<a href="#">Big_Ten</a>		K	11				5	11	45.5		10	325	32.5
<b>Career</b>	<b><a href="#">Iowa</a></b>					<b>29</b>	<b>34</b>	<b>85.3</b>	<b>10</b>	<b>22</b>	<b>45.5</b>	<b>44</b>	<b>29</b>	<b>1004</b>	<b>34.6</b>



"If I was to change the way I practiced, I would've kicked fewer balls. Each time, I would have stopped after every kick and evaluated any mistakes or errors."

**Episode #99**  
Brion Hurley



**What is a  
“favorite mistake”?**

“What an odd phrase.

It’s an oxymoron.

Why would I consider a mistake to be something cherished and favorited?”

**Greg Cote**  
Columnist, The Miami Herald



# A “Favorite Mistake” Is

- Not necessarily your “biggest mistake”
- Something important enough to stick with you

# A “Favorite Mistake”:

- Learning that helped your career (or organization)
- You’ve learned to avoid repeating
- An unexpected positive outcome

**Matthew Boos**

Vice President, Sales & Consulting Leader



“Why do I cherish this particular mistake? It’s a mistake I think about all the time — probably every day, probably multiple times a day.”

**What's your  
favorite mistake?**



**Kevin Harrington**  
"Shark Tank" / Inventor of the

infomercial





**Rep. Will Hurd (R-TX)**  
U.S. House of Representatives



What's YOUR  
favorite mistake?

**Yes, I mean you...**

**What's your  
most recent  
mistake?**

Lesson:

Successful people  
learn from mistakes

## Which statement do YOU think is more accurate about the most highly successful people in your life, compared to the average person?

You can see how people vote. [Learn more](#)

Manage to make fewer mistakes

13%

Same # of mistakes, but learn

38%

More mistakes, more learning

49%

**1,306 votes** • Poll closed

**Do organizations  
realize this?**

Lesson:

**Reflect, but don't  
agonize over mistakes**





“If you keep dwelling on it, then that’s counterproductive.”

**Katie Anderson**

*Learning to Lead, Leading to Learn*

Lesson:

Reflect, but  
at the right time



**Lenny Walls**

Entrepreneur, former NFL cornerback

“We were taught to have a short-term memory.

It taught me a lot about bouncing back [from] failures:

Stepping stones towards winning.”

**Lesson:  
It's a matter  
of culture**

**Toyota people  
make mistakes**

- “I've made so many mistakes in my entire life... big and small!”

**Isao Yoshino**

Retired after 40 years at Toyota





- “Nobody ever blamed me... they came to find the real cause of the problem.
- They could have easily blamed me, but they didn’t.
- They focused on lessons learned from the mistakes.”

**Isao Yoshino**

Retired after 40 years at Toyota





- “It is our mistake, because we did not give you the detailed instruction.
- Don’t worry... we have to figure out how to stop the same thing from happening again.”

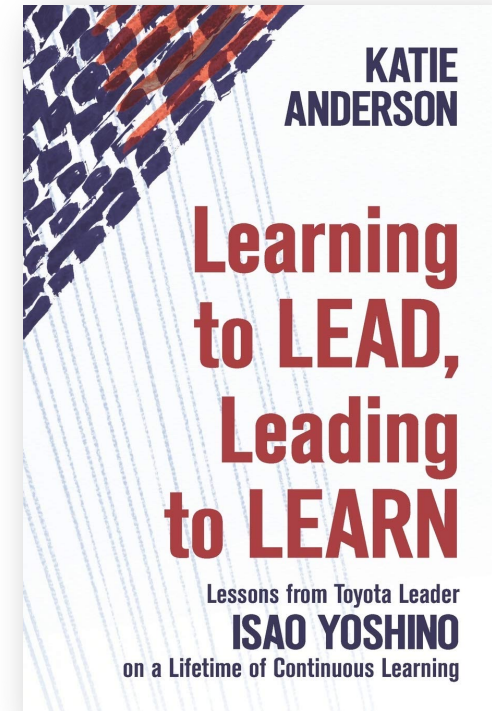
**Isao Yoshino**

Retired after 40 years at Toyota

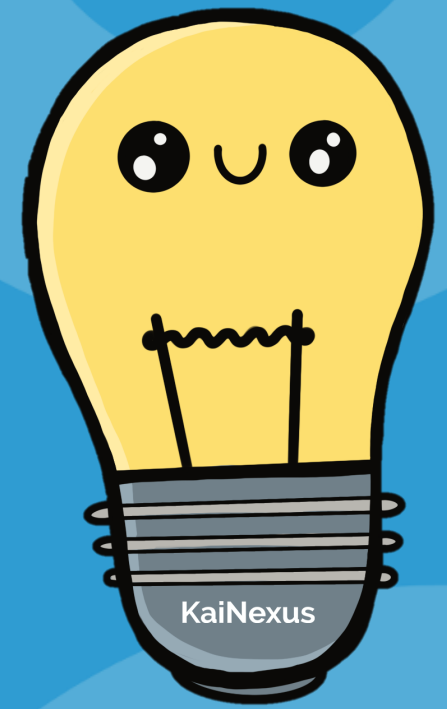


- “The only secret to Toyota is its attitude towards learning... its people-centered culture and culture of learning.”
- “And that's about learning from mistakes and looking at the process, not just the outcome.”

**Isao Yoshino &  
Katie Anderson**



# KaiNexians

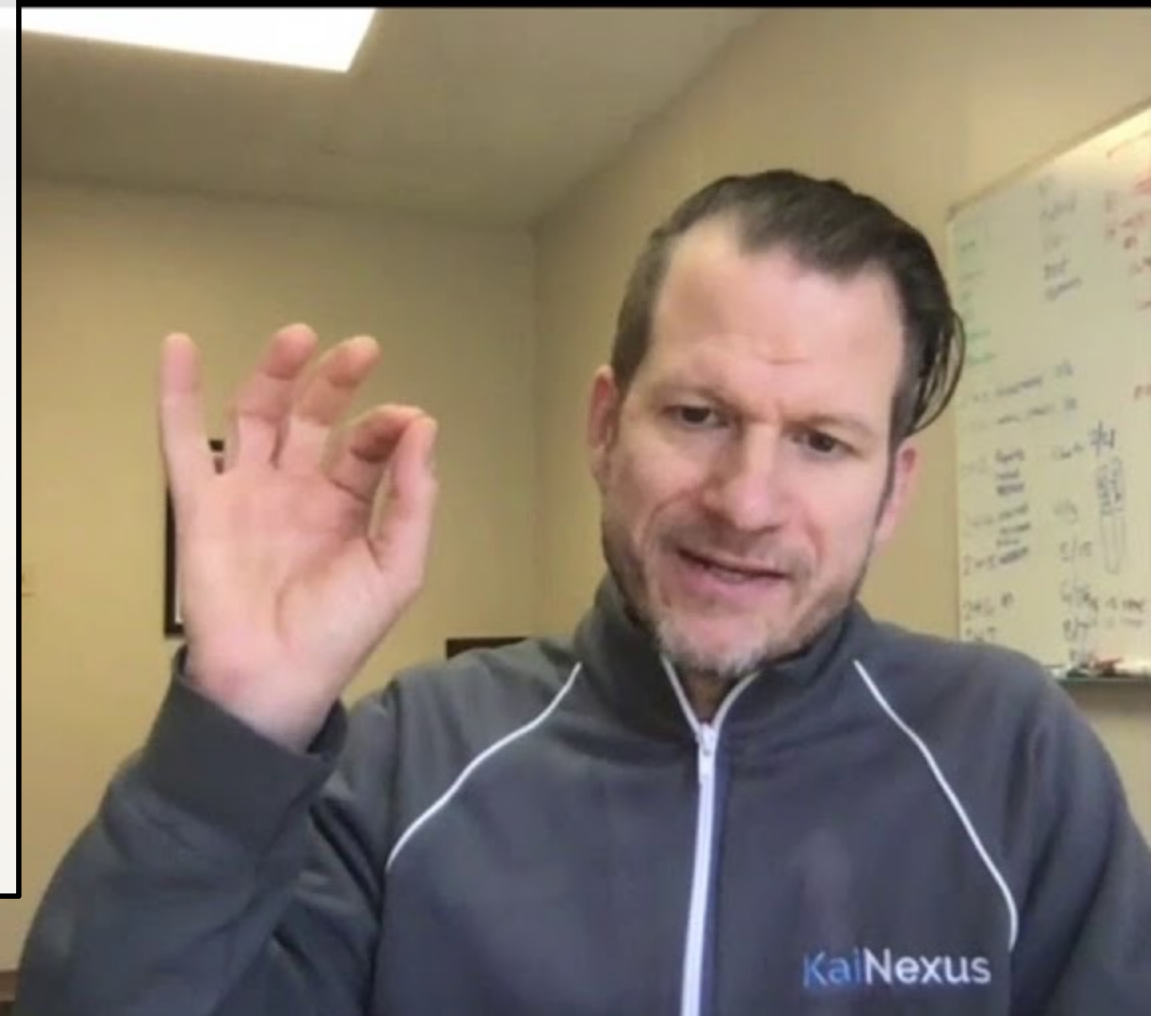


# make mistakes

**Our CEO makes  
mistakes**

“I don’t have a problem talking about my mistakes. I’m glad you gave me a month to think about all the different mistakes people could learn from.”

KaiNexus



**Greg Jacobson, MD**  
CEO, KaiNexus & Emergency Physician

Lesson:

Leaders lead  
by example

**I make  
mistakes**

100% \$ % .0 .00 123 Arial 10

	TASK	WHO
17	--- Check registration & reminder emails ("Emails")	MARK
19	--- Check panelists and images ("Branding")	MG
20	--- Add MG and/or host as a panelist so you have the panelist email to forward as backup	MG
21	--- Make sure follow up email HAS the link to this webinar's TY: WR page	MG
22	--- Make sure no password is required	MG
23	--- Put time zone in Eastern and confirm correct time	MARK
24	--- Confirm that audio is configured properly (internet and phone)	MG
25	--- Make sure "Registration Required" is on in Zoom	MG
26	--- Confirm that the Hubspot KaiNexus.com page is there for survey <a href="https://info.kainexus.com/webinar-survey">https://info.kainexus.com/webinar-survey</a>	MG
27	<a href="https://info.kainexus.com/webinar-survey">https://info.kainexus.com/webinar-survey</a>	
28	-- and make that the ending page also	MG
29	Set up Registration page in Hubspot	DANIE
30	Set up WR:TY page in Hubspot	DANIE
31	Schedule practice session with outside presenter	MG
32	Ask presenter about doing a podcast preview	MG
33	Post the podcast into the KaiNexus feed	MG
34	Do a blog post about the podcast / webinar	MG /

100% \$ % .0 .00 123 Arial 10 B I S A

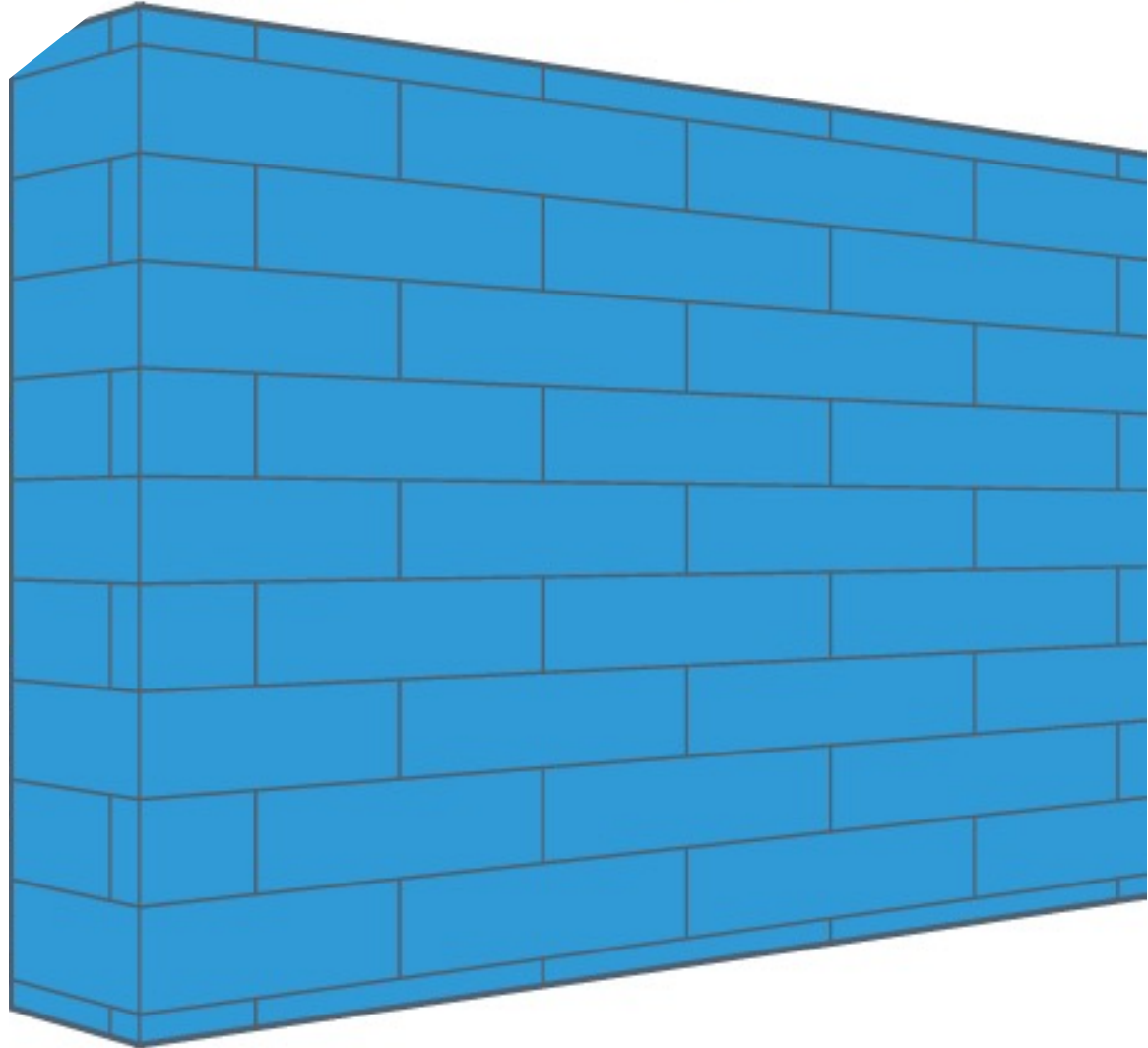
	TASK	
39	<b>Keep meeting in "Practice Mode" (don't click "start webinar" yet) - advise presenter of that</b>	Host
43	Put links to the slides (via SlideShare) in the chat box, if available	Host
44	Be mindful about not using filler phrases, um, ah, you know, etc.	All
46	RESOLUTION- Make sure you are using your laptop screen or a monitor set to XXX by XXX	
47	Click to start recording -- record to Cloud	Host
49	<b>STARTING THE WEBINAR</b>	
57	<b>Make sure that cursor is in middle of screen (to avoid showing desktop via hot corner)</b>	Host
58	Share screen and make sure full screen slides are showing (not presenter notes)	Presenter
59	Make sure the intro "sound check" slide is showing	
60	3 minutes before the top of the hour, click START WEBINAR to do sound test	Host
61	Confirm recording is starting... -- if Mark, record to computer, others record to Cloud	Host
62	"Hi, thanks for joining... we are just doing a quick sound test for a few minutes until we start for real at the top of the hour"	Host
63	Ask the presenter, "[Presenter], how are you today?" - where are you located?	Host
65	Say, "We always like to know where attendees are located... please enter your location in the Chat area."	Host
66	Read some of the locations out loud and acknowledge places out loud	Host
67	Confirm it's recording	Host
68	At the top of the hour, say "we'll get started formally in a second" and leave a few seconds pause (this helps edit the recording)	Host
69	Welcome to today's webinar titled "TITLE HERE" I'm [name], [title] for KaiNexus. Today, I'm very happy to be joined by [PRESENTER NAME(S)], as our presenter(s) today.	Host
70	Advance slide	Presenter
71	"Before I introduce [PRESENTER], let's quickly mention some of the logistics for today's webinar. The presentation will go for about 40 minutes, then we will have some announcements and Q&A at the end. Please submit questions at any point along the way by using the Q&A functionality of Zoom (please do	Host



Lesson:

Mistakes are OFIs  
in disguise!

**Mistakes** are just  
**OFls** in disguise!



Presented by  
**KaiNexus**

# #RootCauseRacism: “The Colors of Love”



Mark Graban (he/him...)

## Our Panelists:

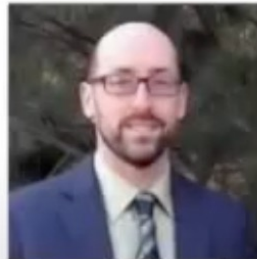
Alexus Bertrand



Scott Bogan



Paul Critchley



Madison L. Mobley



Karla Parker

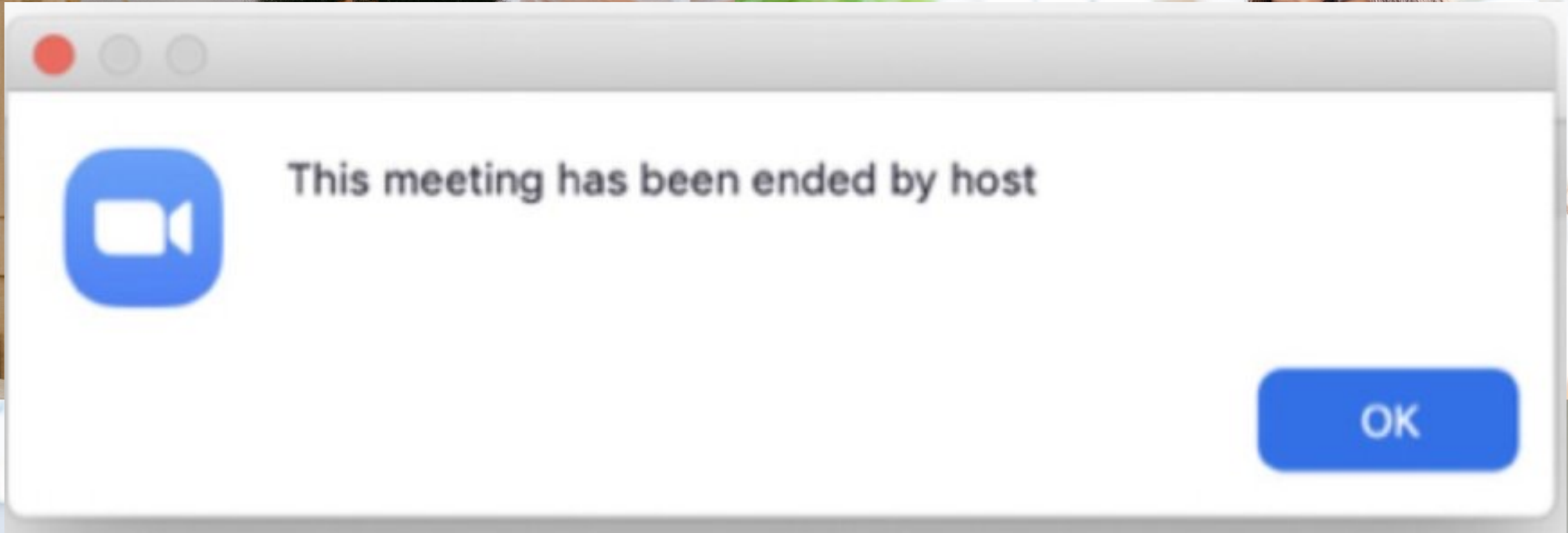


Jeff Welch



Host: **Deondra Wardelle**  
[www.deondrawardelle.com](http://www.deondrawardelle.com)  
[www.RootCauseRacism.com](http://www.RootCauseRacism.com)  
[DWardelle@hotmail.com](mailto:DWardelle@hotmail.com)







Lesson:

Show grace when  
mistakes are made

# How Does a Leader React to Bad News?



The most important signal  
regarding psychological safety

# Lesson:

Ask “how are you feeling?” before jumping into “5 whys”



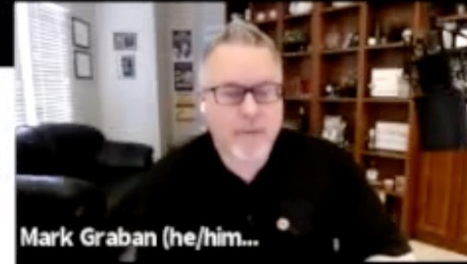
“I’m happy you and the team were able to pinpoint the issue. Poor [KaiNexian], I’m sure he feels horrible. Please let him know I’m not upset and we can classify what happened yesterday as an opportunity for learning and improving.”

Presented by  
**KaiNexus**

m:  
/e”



Host: **Deondra Wardelle**  
[www.deondrawardelle.com](http://www.deondrawardelle.com)  
[www.RootCauseRacism.com](http://www.RootCauseRacism.com)  
[DWardelle@hotmail.com](mailto:DWardelle@hotmail.com)



Mark Graban (he/him...)

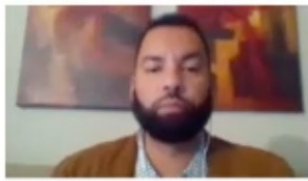
Lesson:

**Small mistakes can  
prevent big mistakes**

Lesson:

Small mistakes can  
prevent big mistakes  
**IF YOU TAKE ACTION**

Pre  
Kai



# When Brothers Meet at Gem

## Our Panelists:



Mark Graban



Hugh Alley



Christopher Chapman



Aric Ho



Sam Morgan



Jeff Welch



Host: Deondra Wardelle  
[www.deondrawardelle.com/](http://www.deondrawardelle.com/)  
[DWardelle@hotmail.com](mailto:DWardelle@hotmail.com)

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**From:** Mark Graban <[mark@markgraban.com](mailto:mark@markgraban.com)>

**Sent:** Tuesday, October 20, 2020 4:13 PM

**To:** Deondra Wardelle <[DWardelle@hotmail.com](mailto:DWardelle@hotmail.com)>

**Subject:** Zoom issue

Hi Deondra -

 and I figured out what happened. He thought he was joining as a guest, but he was logged in so it made him a panelists. He apologizes. I told him it was no big deal. He'll probably just watch the recordings, going forward...

Mark

Lesson:

**Creating the culture  
takes effort,  
but is worth it**



**Billy Taylor**

Former Goodyear executive

Author, *The Winning Link*

“We use standards to shape the culture.”

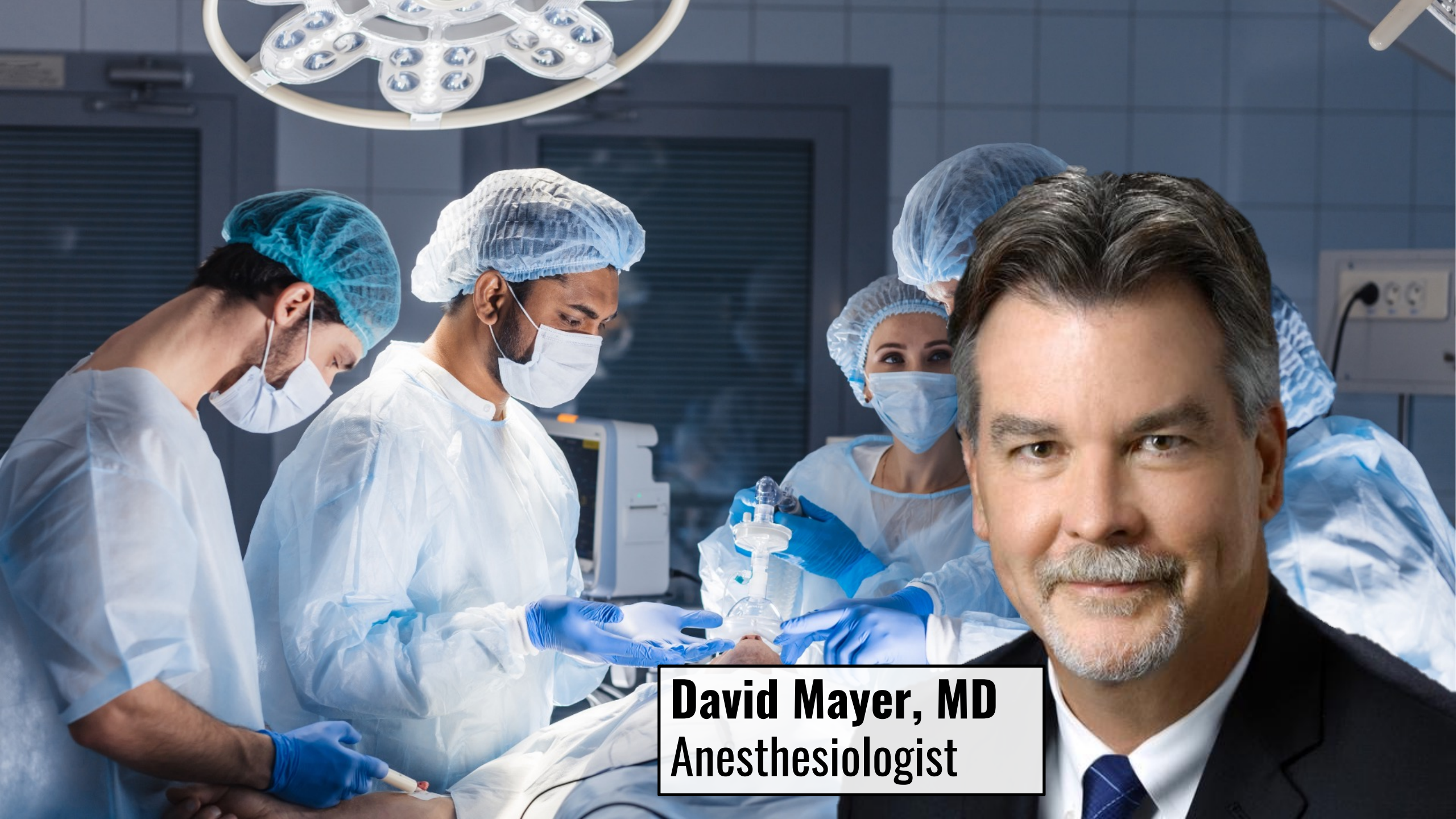
- “Toyota operates a no fault, no blame culture.”
- “It took me a couple of years to clear my brain of the impulse to blame the worker.”



**David Meier**  
Former Toyota leader



**Lesson:  
It's a matter  
of culture**



**David Mayer, MD**  
**Anesthesiologist**



# Patient Safety MOVEMENT




**David Mayer, MD**

**Executive Director MedStar Institute for Quality and Safety**

# Lesson:

People need to feel  
safe to admit  
mistakes



“Dan has always been willing to give me the time to learn from my mistakes.”




**Donnis Todd**  
Master Distiller, Garrison Brothers

**Dan Garrison**  
Founder / CEO, Garrison Brothers

“We have a process of unlearning, and we teach that mistakes are positive.”

A portrait of Keith Ingels, a man with short brown hair, wearing glasses and a red jacket over a white shirt. He is smiling and looking towards the camera.

**Keith Ingels**  
The Raymond Corporation

A man wearing a black short-sleeved shirt, a black bandana, and an orange baseball cap is standing in a distillery. He is wearing a headset microphone and has his mouth open as if speaking. The background features large copper distillation tanks and a mounted animal head. In the foreground, there are two bottles of Garrison Brothers whiskey on a metal surface. One bottle is labeled 'GARRISON BROTHERS' and the other is labeled 'GARRISON BROTHERS' with a star logo. There are also some metal pipes and a red handle visible in the foreground.

“There’s something about your character growing when you own up to your mistakes.”

**Donnis Todd**  
Master Distiller, Garrison Brothers

# Lesson:

You can't just tell  
people they should  
feel safe



- “You have to promote and invest in the behaviors that lead to psychological safety.”
- “It’s not a one-and-done” initiative.



**Dr. Nicole Lipkin**  
Psychologist & Executive Coach

# The Process I've Learned

1. Expect mistakes
2. Try to prevent mistakes (without forgetting #1)
3. Recognize mistakes
4. Acknowledge mistakes
5. Show grace when mistakes are made
6. Mitigate the impact of mistakes
7. Reflect on mistakes
8. Turn that reflection into prevention

**We all make  
mistakes**



**Krista Hughes**  
Nurse & Patient Advocate

“Well, if you don't think you make mistakes then, oh gosh, bless your heart.”

**I make  
mistakes**

Be kind to yourself

Nobody is perfect

We all make mistakes

What's important is  
learning from our  
mistakes!

#MyFavoriteMistake

# Thank You!

- **Slides & More:**

<http://www.markgraban.com/ILC2022>

- **Future Book:**

<http://www.mistakesbook.com>

- **Email:**

[Mark@MarkGraban.com](mailto:Mark@MarkGraban.com)

- **Podcast:**

[MyFavoriteMistake.com](http://MyFavoriteMistake.com)

