

10th Annual

NONPROFIT MANAGEMENT INSTITUTE

Building Resiliency: Yourself, Your Organization, Your Society

SEPTEMBER 10, 3 – 4:15 P.M.

RESILIENCE AND LIFE AFTER FAILURE



LETICIA GASCA

*cofounder and director,
Fuckup Nights and the
Failure Institute*
🐦 @letigasca



RODERICK CAMPBELL

CEO, CommitChange
🐦 @CommitChange



DERENE ALLEN

*consultant; adjunct professor of
social entrepreneurship and
innovation, University of
California, Berkeley*

What do we do?



- FuckUp Nights is a global movement where we share business failure stories to learn from them.
- In each session each speaker tells his failure story using 10 images and 7 minutes

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Growth

- FuckUp Nights was born in Mexico City in 2012 and it has been replicated in 140+ cities in 40+ countries.
- 25% growth month over month
- In 2016 we'll be present in 200+ cities



FUCKUP NIGHTS EN EL MUNDO — ABRIL 2015

Fuckup



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¿FALGASASTE EN UN NEGOCIO?



Te necesitamos.

FuckUp Nights y el Instituto de
Emprendimiento Eugenio Garza
Lagüera investigan las causas del
fracaso en México.
Contesta la encuesta en
www.fuckupnights.com/encuesta
y podrás ganar el e-book con los
resultados de la investigación y un
pase para asistir al segundo
aniversario de FuckUp Nights.



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Failure Institute

- 2014: We identified the 5 most common reasons why companies fail in Mexico.
- Get a copy of the book that includes the results here:
<http://fuckupnights.com/fuckup-book/>



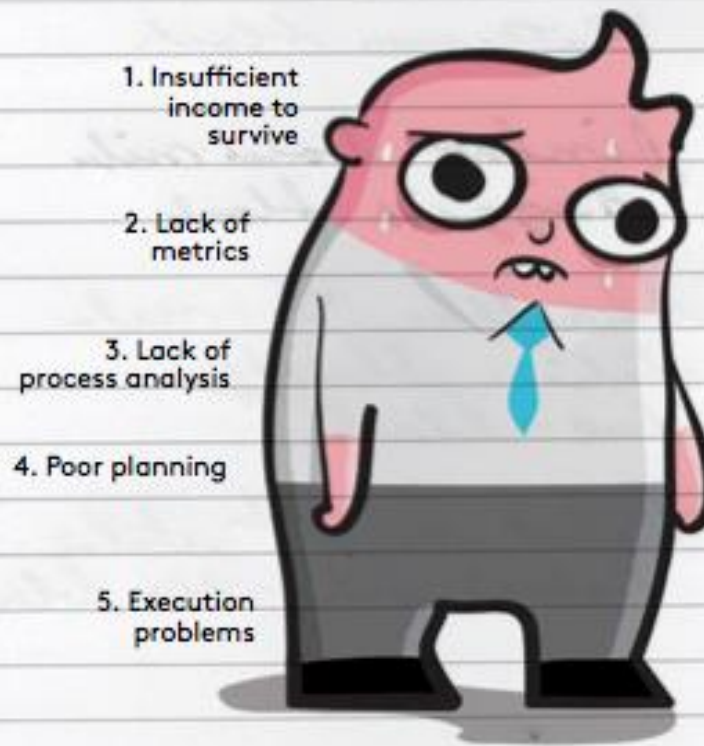
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The Main Causes of Failure for Businesses in Mexico

BY: MARIO DÁVILA, FRANCISCO LAYRISSE, GERAARDO LOZANO P., ERIKA RIOJAS, AND NÉCTOR URBINA



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What have we learned from life after failure & resilience?

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Failure of Small Businesses

Researchers estimate that approximately:

IN THE US

- Half of business starts do not survive their first 5 years
- 8 out of 10 fail within the first 3 years

IN MEXICO

- 8 out of 10 fail within the first 2 years
- Only 1 in 10 businesses live more that 10 years old



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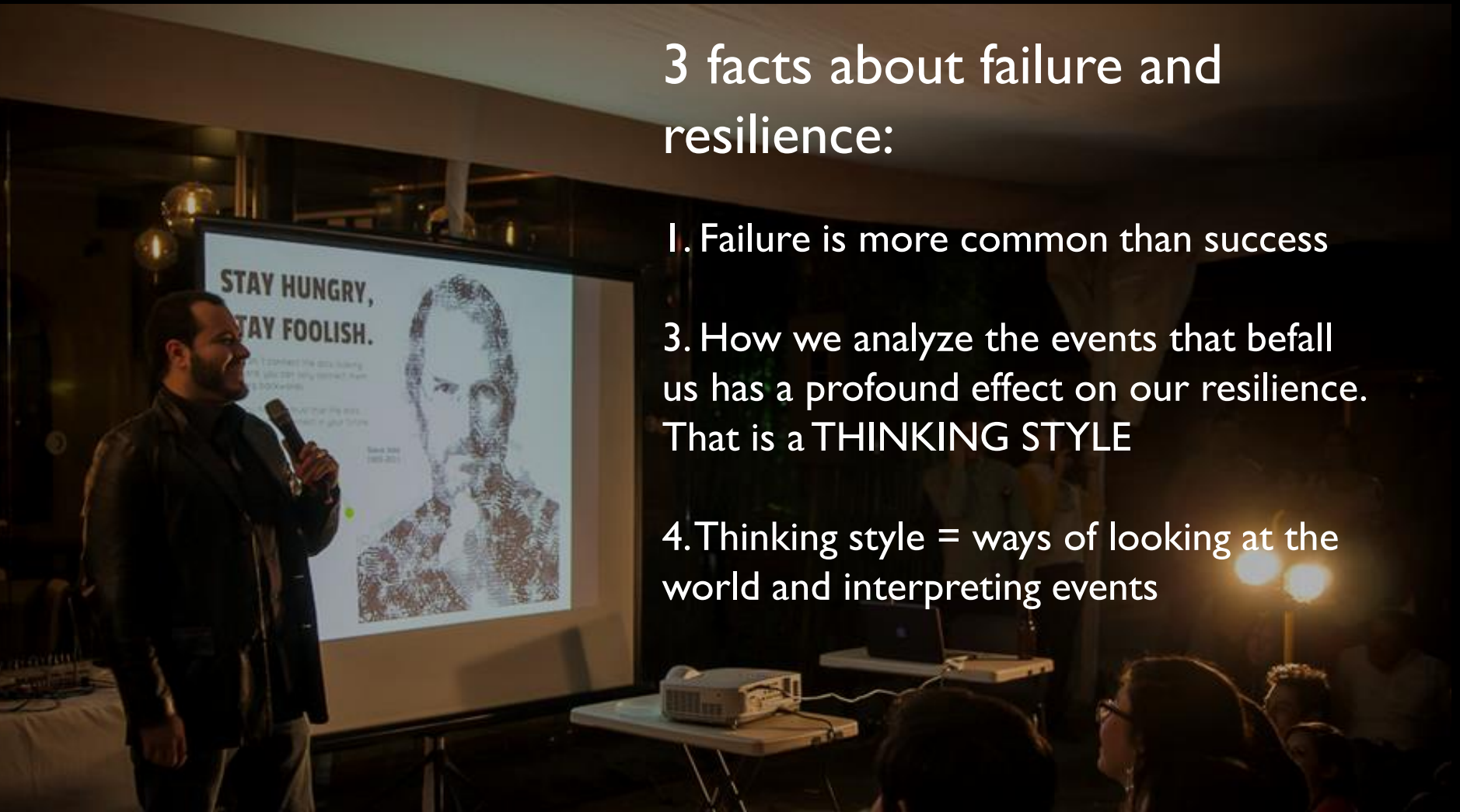
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3 facts about failure and resilience:

1. Failure is more common than success
3. How we analyze the events that befall us has a profound effect on our resilience. That is a THINKING STYLE
4. Thinking style = ways of looking at the world and interpreting events



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FAILURE

IS A STATE OF MIND

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People who are most resilient:

- Exhibit task-oriented thinking style.
- Have a deeply held belief in their ability to control the outcomes of their lives.
- Use their connections to others as a way to cope with their experience.



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Thanks!