

FAILURE WALL INSTRUCTIONS

DETAILED INSTRUCTIONS FOR USING THE TOOL

01 Introduce the Concept

Explain what an Intelligent Failure is: a thoughtful, well-designed attempt at something new that didn't work, but taught you something valuable.

02 Create the Wall

Set up a shared space—either a whiteboard in a visible office area or a digital space labeled "Failure Wall." Include 3 columns:

- What was the idea?
- What went wrong?
- What did we learn?

03 Set Psychological Safety Norms

Establish clear guidelines: This is a blame-free zone. Participation is encouraged but voluntary. All posts should be respected.

04 Encourage Regular Updates

Integrate the Failure Wall into your weekly stand-up, retrospective, or review meetings. Encourage sharing short entries (1–3 sentences).

05 Celebrate Learnings

Periodically, review entries as a team. Highlight the courage to share, the lessons learned, and any pivots or improvements that resulted.

06 Refresh as Needed

Erase old entries after a month or archive them digitally. Consider creating a "Top Lessons from Failure" summary once per quarter.