

OBS
ESSION

INNOVATION
& MOONSHOT
EXPERTS

Fastest Way to Fail

CHALLENGE

WORKSHOP TEMPLATE

2024/2025

HOW-TO FASTEST-WAY-TO-FAIL

OBSESSION

BRIEF

This exercise is designed to help you transform identified failure behaviors into actionable steps to drive innovation and business success. By the end, you will have a clear, practical plan you can implement immediately, individually and/or as a team.

OBJECTIVE

To turn failure traps into actionable priorities and create a measurable plan to avoid stagnation and accelerate growth

TIPS

- **Be specific.** Vague actions lead to vague results.
- **Think small.** Break big actions into smaller, manageable steps.
- **Assign accountability.** Success needs ownership.

INSTRUCTIONS

- **Start with Categories:** Look at the categories from Sheet 1 (e.g., innovation, leadership). These are your focus areas.
- **Review Failure Traps:** Answer the “What would guarantee I fail?” Question. Make sure you’ve capture the key mistakes for each category.
- **Face the Consequences:** Check the “Face it” column. Reflect on what would happen if those failure traps became reality.
- **Flip the Failures:** Use the “Flip it” column to turn each failure into a clear success action.
- **Activate the Plan:**
 - **Write specific actions for each reversal.**
 - **Set deadlines or timelines.**
 - **Assign responsibility to someone on your team.**
- **Example:** *If the Flip/reversal is “Actively listen to customers,” the action could be: “Send a feedback survey to top clients by Friday.”*
- **Prioritize:** Focus on 1–2 actions per category that will have the biggest impact.

DISCLAIMER

You own the rights to any breakthrough ideas you create. This challenge is for moonshot planning and is meant to stimulate moonshot thinking, use with caution.

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FASTEST-WAY-TO-FAIL CHALLENGE

CATEGORY // FUNCTION

Customer Experience

WHAT WOULD GUARANTEE I FAIL?

Ignore customer feedback

Deliver inconsistent service

Overpromise but underdeliver

FACE IT

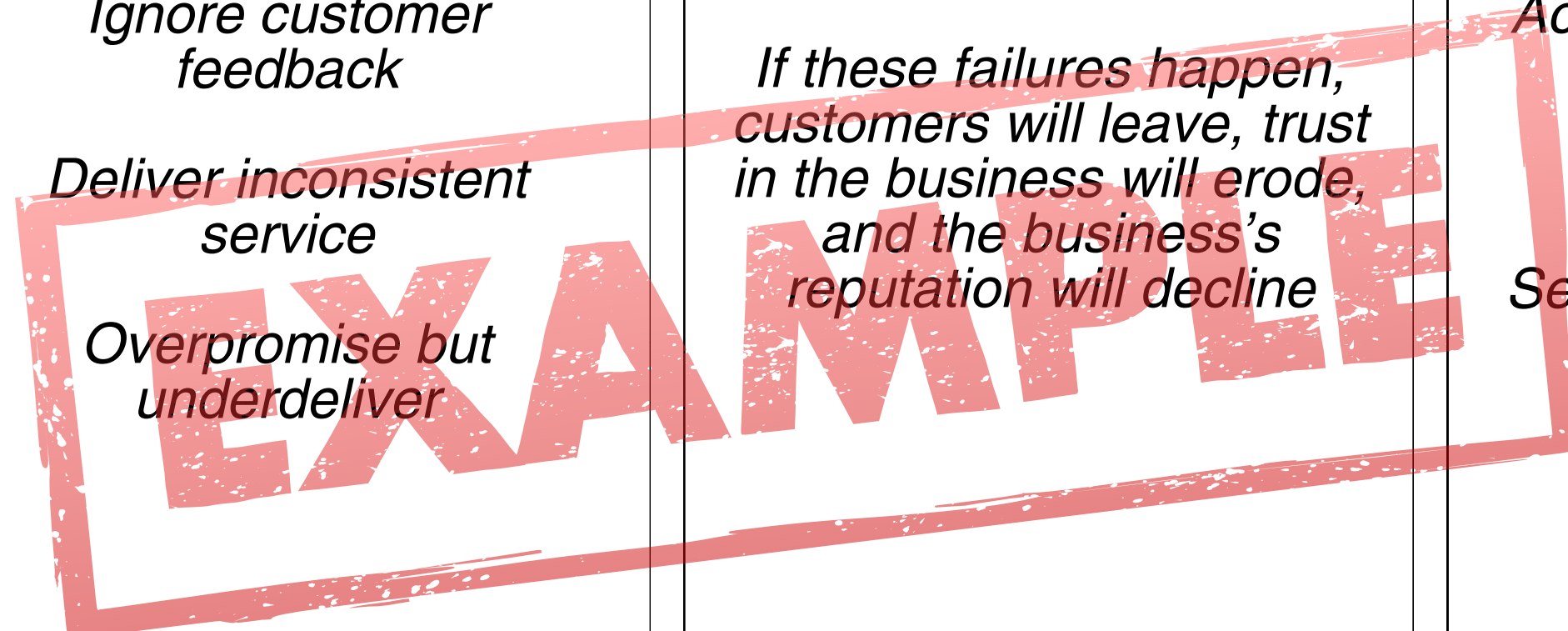
If these failures happen, customers will leave, trust in the business will erode, and the business's reputation will decline

FLIP IT

Actively collect feedback

Standardize service delivery

Set realistic expectations for customers



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FASTEST-WAY-TO-FAIL CHALLENGE

FLIP

Collect feedback regularly

Standardize service delivery.

ACTIVATE IT

Launch a customer survey targeting the top 20 clients by the end of this week.

Develop and train the team on a service playbook within the next 30 days

EXAMPLE

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FASTEST-WAY-TO-FAIL CHALLENGE

CATEGORY // FUNCTION

**WHAT WOULD GUARANTEE
I FAIL?**

FACE IT

FLIP IT

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FLIP

ACTIVATE IT

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