

Forbes, U.S.: Your Essential Ingredient To Radical Innovation – Failure



“In the end, transformations start with small, quick wins and cheap, quick failures,” says Andres Angelani, CEO, Cognizant Softvision. “By working through quick wins or failures with a discovery process, business stakeholders and partners can observe and test emerging technologies instantly and accurately.”

Excerpts from Forbes’ article:

“Using failure as a motivator and teachable moment to overcome obstacles and ultimately achieve success is hardly a new concept. Too often, we don’t take the time to talk about the process of failure and what it teaches. After all, it’s only failure if you don’t learn and you take nothing away.

There are many benefits to failing fast, including saving time and money. Failing fast also enables companies and individuals to be in a stronger position to focus on projects that are experiencing success. One additional benefit to failing fast is that it allows companies to quickly pivot and make adjustments based on what the user is looking for or discovers as a new feature.

There are four ways to create this type of collaborative culture:

1. Prototype, test and learn.
2. Embed new and emerging tools.
3. Fail fast, early and as cheaply as possible.
4. It’s never too late for new ideas.”

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