

# iMedia *Brand Summit*

## 2020 THEME:

# Success through failure

We need to look at failure positively... acknowledge it as one of the most constructive experiences in life and in business.

Every time we fail we learn. Every time we fail we're one step closer to success. The more we fail, the more we learn. In essence, we fail to succeed.

Getting it wrong to get it right is as old as time itself. Here's a great example. Five years ago everyone was talking about 'mobile first'. Those who embarked on that journey at the time have made many mistakes along the way. But they're now five years ahead of those who didn't start. They have five years more learning under their belts.

Mistakes are not what we think they are. They're the stepping stones to success. With every mistake made we identify what went wrong, and that provides the solution to how to do it right.

But it takes bravery and resilience. Leaders with those qualities tend to be the successful ones. They're the fighters who always get up off the canvas after every knock down and come out swinging again. Think about where Steve Jobs took Apple. Firstly he gets sacked from his own company, then it's taken to the brink of collapse and then he returns and makes it the most valued company in the world. Resilience.

We're all in this fight together. We not only learn from our own mistakes but those of others as well. The collective conscious of the 'doers' finds the breakthroughs, pioneers new thinking and moves our industry forward.

We need to make our failures light the way to our successes and that, friends, is what iMedia Brand Summit 2020 is all about.

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