



2020 CSSI Research Talk:

"Success is Failure Turned Inside Out"

Abstract: In this overview talk, I will aim to shed light on the nature of success. First, I'll describe what I've learned about one of the key barriers to success—namely, failure. Next, I'll highlight current work on how the environment in which a failure occurs affects our perceptions of it. Third, I'll describe how negative, not positive, communications can be used to predict the success of products—everything from the rankings of universities, restaurants, and bestselling books to which film will win Best Picture at the Oscars. Finally, I'll review a field intervention that motivates success by changing how people approach their weaknesses. On the face of it, this talk is about success. But really, it is about failure. It turns out one of the best ways to gain a rich, embodied understanding of success is to study failure.



Lauren Eskreis-Winkler

Tuesday, September 15th, 2-3pm



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