

# The Mistakes That Make Us New! From Mark Graban



***The Mistakes That Make Us: Cultivating a Culture of Learning and Innovation*** is an engaging, inspiring, and practical book by Mark Graban that presents an alternative approach to mistakes. Rather than punishing individuals for human error and bad decisions, Graban encourages us to embrace and learn from them, fostering a culture of learning and innovation.

Sharing stories and insights from his popular podcast, "My Favorite Mistake," along with his own work experiences, Graban shows how leaders can cultivate a culture of learning from mistakes. Including examples from manufacturing, healthcare, software, and two whiskey distillers, the book explores how organizations of all sizes and industries can benefit from this approach.

***Psychological safety helps people feel comfortable speaking up; adding effective problem-solving and mistake-proofing methods leads to action and improvement.***

The Mistakes That Make Us is a must-read for anyone looking to create a stronger organization that produces better results, including lower turnover, more improvement and innovation, and better bottom-line performance. Whether you are a startup founder or an aspiring leader in a larger company, this book will inspire you to lead with kindness and humility and show you how learning from mistakes can make things right.

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**Mark Graban** is an author, speaker, and consultant with over 25 years of experience helping organizations improve processes and problem-solving capabilities, working with leaders in healthcare, manufacturing, and software startups.

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## Selected Praise

"... delves into the ways we can use mistakes to foster a culture of understanding and continuous improvement..."

Eric Ries, author of *The Lean Startup* and *The Startup Way*

"... Mark weaves in the tenets for success with real-world examples and lessons that readers can apply right away. It would be a mistake not to read this book!"

Karen Martin, award-winning author of *Clarity First*

"... a brilliant treatment ... helping us realize that creating a culture of productive mistake-making accelerates learning, confidence, and success."

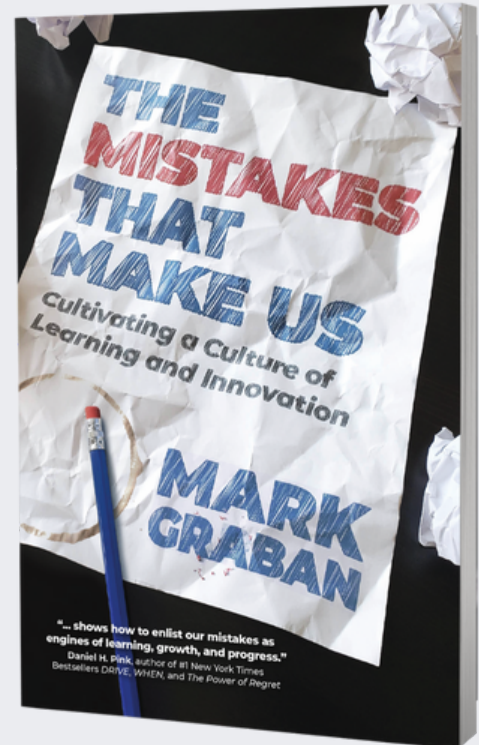
Timothy R. Clark PhD, author of *The 4 Stages of Psychological Safety*

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**Cultivate workplaces that emphasize learning over punishment, leading to innovation and high performance.**



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[info@MarkGraban.com](mailto:info@MarkGraban.com)

[www.MistakesBook.com](http://www.MistakesBook.com)

**(817) 372-5682**