

Suggested Media Interview Questions for Mark Graban:



"The Mistakes That Make Us: Cultivating a Culture of Learning and Innovation"

- 1. Origin and Inspiration:** "What inspired you to write 'The Mistakes That Make Us' and how does your personal or professional background influence the insights in this book?"
- 2. Chapter Themes:** "Your book is structured into eight chapters, each focusing on a specific aspect of learning from mistakes, such as 'Think Positively,' 'Admit Mistakes,' and 'Choose Improvement Not Punishment.' Could you give us an overview of these themes and why you chose to structure the book this way?"
- 3. Positive Approach to Mistakes:** "In your book, you emphasize replacing punishment with improvement when dealing with mistakes. How does this approach impact the overall culture of an organization, and can you share an example of this in action?"
- 4. Leadership and Mistakes:** "You mention that leaders play a crucial role in how mistakes are perceived and handled in an organization. Can you elaborate on the role of leadership in cultivating a positive approach to mistakes?"
- 5. Types of Mistakes:** "You categorize mistakes as preventable, complex, and intelligent. How should organizations approach these different types of mistakes, and how can they foster an environment that encourages learning from them?"
- 6. Systemic Factors vs. Human Error:** "Your book discusses how systemic factors are often the root cause of mistakes. How can organizations shift their mindset from blaming individuals to understanding and improving these systemic factors?"
- 7. Practical Implementation:** "For organizations or leaders eager to apply the principles from your book, what are the first steps they should take to cultivate a culture of learning and innovation?"
- 8. Personal Reflections:** "Throughout your career, what has been a significant mistake you've made, and how has it shaped your understanding and approach to continuous improvement?"

These questions aim to delve into the key concepts of the book and Mark Graban's philosophy, providing listeners with both theoretical insights and practical guidance on how to foster a culture of learning and innovation from mistakes.