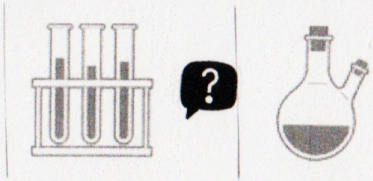
SciEntisT



THERE IS NO FAILURE, ONLY INFORMATION.

THINK OF FAILURE LIKE AN EXPERIMENT: WHAT CAN YOU LEARN FROM THIS?

PHOTOG-RAPHER

LIFE IS LIKE PHOTOGRAPHY... USE THE NEGATIVE TO DEVELOP!

DETEC-TIVE

WHAT IS THE LESSON OR OPPORTUNITY IN DISGUISE?

ATHLETE

TO MAKE YOUR DREAMS A REALITY, YOU MUST GET COMFORTABLE BEING UNCOMFORTABLE.

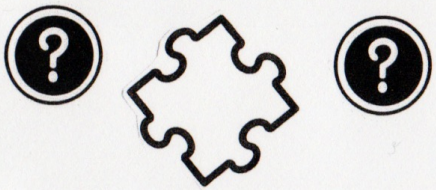
TEACHER

- THE POINT IS TO LEARN. "WHAT DOES THIS HAVE TO TEACH ME?"
- REMEMBER, IF YOU'RE NOT FAILING ONCE IN A WHILE, YOU'RE NOT BEING CHALLENGED ENOUGH!

PARENT

YOU HAD TO LEARN HOW TO EAT, HOW TO WALK, HOW TO RUN. YOU WILL LEARN THIS, TOO.

game player



EVERY FAILURE IS A CHANCE TO PLAY AGAIN. TREAT THE CHALLENGE LIKE A PUZZLE: WHERE DOES THIS PIECE FIT?

BAKER

THE CAKE IS EVERYTHING YOU'VE LEARNED ALONG THE WAY. WINNING IS JUST THE ICING ON THE CAKE. THE CAKE IS WHAT COUNTS.

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