The 10th Dimension… the power of 10

Dr Ed Bonner BDS MDent, Sloan Fellow London Business School, practice coach and development consultant discusses the merits of failure, part two

Author Steve McDermott, in his book How to be a complete and utter failure in life, work and everything, asks the question: ‘Do you want to fail in everything you do and waste all your potential?’ There are some among us who don’t exactly want to fail, but spend an extraordinary amount of time wasting their potential (I am one). It is to us that this article is dedicated.

McDermott’s style is to say exactly the opposite of what you should do. This is of course exactly the opposite of those writers who say exactly what you should do. For example, he suggests that you should not have goals, be-