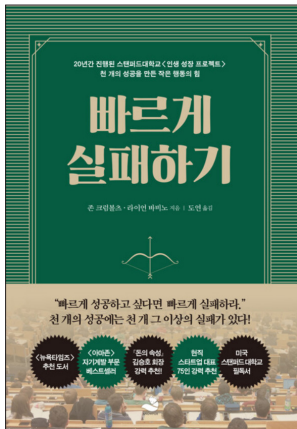


## The secret to happiness and success is the power of small actions



### Fail Fast, Fail Often

By John Krumboltz and  
Ryan Babineaux  
Translated by Doyeon  
Published by SNOWFOX

<Fail Fast, Fail Often> is a book explaining the results of a 'life growth project' carried out at Stanford University over a span of 20 years. This project was helmed by John Krumboltz, a leading figure in career counseling in America, and Ryan Babineaux, a psychoanalyst. Upon analyzing the participants of the project, the two authors identified a set of common behavioral patterns among people who achieved happiness and success. The core findings of the study are described across the nine chapters of this book.

For a start, people who were living successful lives tended to spend less time on planning and more time on taking action. Instead of pouring their time and effort developing plans, these people took a more direct approach by taking action and trying out new ideas. This of course would often lead to mistakes and failures, but these experiences and opportunities gave birth to invaluable lessons that allowed these people to learn and improve. This is why 'Fail Fast, Fail Often' was chosen to be the title of the book.

Throughout the book, the authors place great emphasis on the power of 'small actions.' Most people aim to achieve great success and big goals. However, those who only think about such big goals are often susceptible to giving up halfway. The authors reiterate that, instead of spectacular goals and foolproof plans, the secret to great success lies in small actions that you can do right away to achieve small successes.

This book explores 'the reasons why failing fast can benefit one's life and business,' and 'why people hesitate before taking on challenges and actions.' The authors introduce a wide range of case studies and an abundance of recent research findings in the psychology field to present a convincing argument to the reader. Moreover, the book proposes detailed solutions that readers can immediately apply in their lives to improve their thinking and actions so that they can take advantage of mistakes and failures to learn important lessons and create new opportunities.

Even if you are not the type of person who dreams of succeeding on a world-changing scale, CAF recommends this book to anyone searching for that 'little something' that can help them find more meaning in their lives.

