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Embracing Mistakes to Build a Learning Culture



Mistakes. Technology breakdowns. Angry customers. How you react and respond sets an example for your organization's culture. Ben Laker, Professor of Leadership at the University of Reading's Henley Business School, explains why embracing your mistakes can build a stronger learning culture.

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“Decide what kind of content and message best resonates with your audience, and then find ways to incorporate these new technologies into an existing campaign”

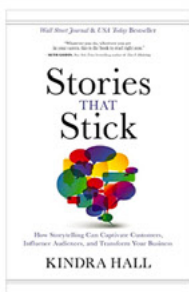
— Melinda Mac Consulting's Melinda Hansbury on why finding how to engage with your B2B community matters

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MUST READ:

Stories that Stick

By Kindra Hall



The Value Story. The Founder Story. The Purpose Story. The Customer Story. Professional storyteller and nationally-known speaker Kindra Hall reveals how these four unique stories can help you brand differentiate, captivate and elevate your messaging. "Stories That Stick" provides a clear framework of ideals and a concise set of actions to take complete control of your story.

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