



EPISODE NINETEEN **Founded On Failure**

WITH **TERRY JONES**

Kayak and Travelocity founder Terry Jones is the epitome of “embracing failure.” He brings this mindset into everything he tries, viewing his \$15 million worth of epic fails as some of his best investments. The secret? Terry considers failures to be courses on what-not-to-do-next-time and embraces failures as part of the journey to success.

THEMES & INSIGHTS



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[Terry Jones](#)

1. Embrace change. Throw fear to the sideline and proactively shape the future according to your ideals.
2. Nurture your innovative ideas like fragile seedlings. Protect them from corporate bureaucracy and other external factors while you give them time to mature.
3. Use failure as a learning opportunity. If you want to succeed, be willing to analyze past failures and change your trajectory accordingly.

COMBUSTION QUOTES



“Moving forward and changing is exciting. There are a lot of people who are afraid of change. They want to hold onto the past.... I can’t wait for the future to be here, and I want to be part of changing it.”



“My last startup didn’t work. It failed. And I look at that as a \$15 million postgraduate course in what not to do. I’m still learning”



“Innovation is about putting an idea in a greenhouse. It’s like a flower in the spring. You have to protect it until it grows up, and then you can take it out and either split it up, spin it out, or make it a department or division. But when it’s small, the corporate white cells will surround it and kill it like a germ.”

RESOURCES

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