

# Join the LOSERS' CLUB

## SOICHIRO HONDA



### CONSIDERED CRAZY

Young and broke, Soichiro puts all of his savings towards making piston rings for Toyota and is immediately rejected. He works for two years without stopping to perfect his work that Toyota finally accepts. He will then go on to create his own factory, which will be destroyed by bombing during WWII and then an earthquake. Ever determined, Soichiro Honda will eventually become a global leader in the world of motorcycles and automobiles.

*"Success represents the 1% of your work which results from the 99% that is called failure."*

## ALBERT EINSTEIN



### WILL NEVER AMOUNT TO ANYTHING

Unable to fit into a traditional education system, Albert, considered a dunce, fails his entrance exam to the Swiss Federal Institute of Technology in Zurich. Thanks to his strength of conviction and his wife, Mileva, he will go on to become one of the founding fathers of theoretical physics.

*"Try not to become a man of success, but rather try to become a man of value."*

## J.K. ROWLING



### REJECTED BY PUBLISHERS

A young and depressive single mother living on benefits, Joanne's life looks nothing like a fairytale. She has just begun writing Harry Potter when she is devastated by the loss of her mother. In the beginning, her literary career is far from given and she is refused by numerous publishers. She never gives up and goes on to have worldwide success.

*"It is impossible to live without failing at something, unless you live so cautiously that you might as well not have lived at all—in which case, you fail by default."*

## BILL GATES



### SCHOOL DROPOUT AND BANKRUPT

Dropping out of Harvard, which nowadays regularly cites him as the richest man in the world, Bill Gates will go on to face difficult failures throughout his career, like when Microsoft was fined €561 million for installing Explorer as a default web browser and violated competition policies. To this day, he is one of the most successful leaders in his field.

*"Success is a lousy teacher. It seduces smart people into thinking they can't lose."*

## WALT DISNEY



### FIRED BECAUSE NOT CREATIVE ENOUGH

A true pioneer of animated film, Walt Disney had many disappointments in his lifetime. Fired from his first editorial position at the Kansas City Star for "lack of imagination", he also went through bankruptcy in 1921 and had to eat dog food to survive. Later, he would create a cartoon mouse character that many considered a bad idea. Fortunately, he persevered.

*"All our dreams can come true, if we have the courage to pursue them."*

## HENRY FORD



### ONE VEHICLE SOLD

In 1896, Henry Ford created his first vehicle out of wheels from bicycles. Result: one single sale for \$200. Total fiasco! In 1899, he found associates - who dismissed him one year later. Henry was not to be discouraged though, and the first Ford was sold for \$850 which would be the beginning of an extraordinary adventure that would see him create an automotive giant.

*"Failure is simply the opportunity to begin again, this time more intelligently."*

## OPRAH WINFREY



### NOT MADE FOR TELEVISION

Fired from her job as co-presenter on WJZ-TV at 22 because she was considered "unfit for television", Oprah will go on to have many more challenges. After a difficult childhood, an unplanned pregnancy and miscarriage when she was just a teenager herself, and many other professional and personal setbacks, Oprah Winfrey never gave up. Today, she is one of the most influential women in the United States.

*"Think like a queen. A queen is not afraid to fail. Failure is another steppingstone to greatness."*