

INNOVATION

The Most Important Lesson to Reach Success: How to Fail Fast

The people who build great things didn't avoid failure – they learned to use it.

Most people think failure is a mistake. Entrepreneurs know it's a tool.

From the outside, it looks like some people have a rare talent for building things that work – companies, products, careers, even lives. But the real difference isn't intelligence, confidence, or resources. It's that they've learned how to fail on purpose. Not big, dramatic failures. Small, controlled, fast ones – designed to teach, redirect, and compound.

This mindset shows up everywhere: in business, in art, in sports, in leadership. You don't need to start a company to be an entrepreneur. You need the ability to test ideas, absorb reality quickly, and adapt faster than others are willing to.

In this talk, Menny Barzilay breaks down the invisible skill that allows teams and individuals to move forward while others stay stuck. This isn't a motivational talk about "embracing failure." It's a practical framework for using failure as leverage in everything that you do in life.

BEST FOR

Teams, managers and entrepreneurs in any industry. No technical content.

KEY TAKEAWAYS

- Why the ability to fail fast is the most underrated competitive advantage
- How to design small, controlled experiments that generate real insight
- A practical framework for building momentum without certainty or resources
- How to apply entrepreneurial thinking to any career, team, or challenge

AVAILABLE AS

TED-Style · Standard · Workshop

TED-style or standard talk: 15–60 minutes

Workshop: 3 hours to a full day

**ABOUT MENNY**

Menny Barzilay is an internationally recognized cybersecurity expert, entrepreneur, and strategic advisor. He is the CEO and co-founder of Atorian, a partner and co-founder at Cytactic, and the CTO of the Blavatnik Interdisciplinary Cyber Research Center at Tel Aviv University. Previously, he served as a CISO in the intelligence services of the Israeli Defense Forces.

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