

mozcon

2014

WELCOME!

Dare to Fail: How the Best Lessons Come in the Form of Defeat

Jeremy Bloom • Integrate.com
[@JeremyBloom11](https://twitter.com/JeremyBloom11) • jbloom@integrate.com



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2008 SUPERBOWL CHAMPS

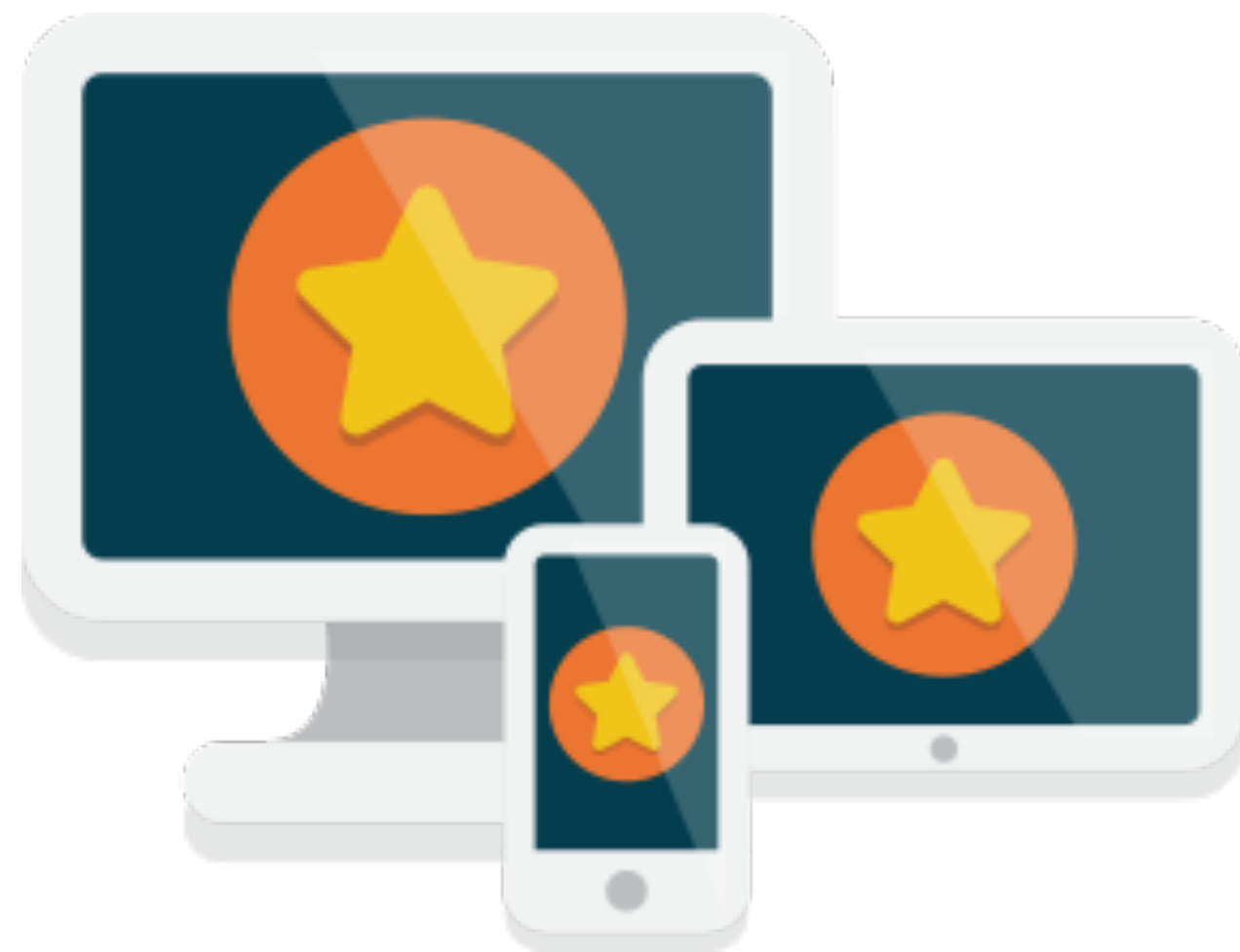








MEDIA



MARTECH



ELOQUA *Marketo*





INTEGRATE

- Generated over \$100M of revenue
- 85 employees
- Venture backed by Comcast, Liberty Global and Foundry



FORGET ABOUT WINNING



MENTAL TOUGHNESS



BUILDING A LOCK ARMS CULTURE



LEADERS VS VICTIMS



THE ROLLER COASTER



SUCCESS



**WHAT PEOPLE THINK
IT LOOKS LIKE**

SUCCESS



**WHAT IT REALLY
LOOKS LIKE**

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THANK YOU!

SESSION Q&A



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