



## #45 YOU'RE GOING TO LOSE MORE OFTEN THAN YOU WIN



Milwaukee Teachers' Education Association

One hard reality about organizing: you're going to fail a lot. You'll lose more often than you win. This doesn't mean you're doing it wrong.

One action usually doesn't carry the day.

You'll start a lot of things that won't go anywhere. In fact, if that's not happening, it means you're not trying enough things.

One action usually doesn't carry the day; it takes persistence. And even a well-planned campaign, with a strong

issue, good leaders, and escalating tactics, will often end in defeat. Scratch beneath the surface of any big victory, and you'll find it was preceded by a series of losses. You keep losing until you win.

Chin up. Learn everything you can from every loss. Find the silver linings, such as the new activists and supporters you recruited. Shore them up and build for the next time.

See each fight as a chance to practice playwright Samuel Beckett's advice: "Try again. Fail again. Fail better."

Learn everything you can from every loss.