

Embracing Failure as a Learning

Build a Culture of Continuous Growth.

Test. Learn. Innovate.

Innovation thrives in environments where experimentation is encouraged, and failure is seen as a stepping stone to success. Yet, many organisations struggle to adopt a mindset where risk-taking is embraced as part of progress.

This interactive masterclass equips corporate professionals with the mindset, frameworks, and practical tools needed to foster a culture of experimentation. Participants will learn how to shift perspectives on failure, implement structured experimentation processes, and manage risk effectively—empowering teams to test ideas, learn from mistakes, and drive continuous innovation.

Reframe Failure as Growth



Learn how to position experimentation as a strategic tool for growth rather than a risk.

Design Effective Experiments



Understand how to set hypotheses, define key metrics, and develop scalable test models.

Balance Risk & Reward



Explore risk management strategies that allow for innovation without compromising business stability.

Apply Experimentation in Practice



Work through real-world examples and hands-on exercises to design your own experiments.

Innovate Boldly Experiment Fearlessly

facilitated by *Frad Dahall*



How it works?



Understanding the Value of Experimentation

Learn how to foster a culture that embraces testing, iteration, and learning.



Designing Effective Experiments

Develop structured experiments with clear hypotheses and measurable success metrics.



Feedback & Iteration Techniques

Master data-driven decision-making strategies to refine and improve ideas.



Case Studies & Practical Application

Analyse successful experimentation cultures and practice designing experiments for real-world challenges.

Who should attend?

This masterclass is ideal for corporate leaders, innovation teams, product managers, and strategy professionals who:

- Want to integrate a test-and-learn approach into their organisation.
- Need practical frameworks to design and evaluate business experiments.
- Are looking for real-world examples and hands-on experience to drive innovation.

Create a culture of experimentation. Test, iterate, and unlock new opportunities for growth.

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Get in touch



Venue : Turbine, Les Kocottes
28 MAY 2026 | 08:30 - 12:30



Normal Price: MUR 9,000
Price after HRDC: MUR 2,700

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