**Soichiro Honda**

Perseverance is the 1%

“Success is 99% failure”, is a quote attributed to Soichiro Honda but how can this make sense and if it does what does that it mean?

Soichiro grew up with a high level of natural curiosity and an affinity for machines. His father was a blacksmith who opened a bicycle shop where he worked in his spare time. He preferred learning hands on there and had little tolerance for structured education. While in Futamata Senior Elementary School (middle school) he is he is quoted as telling his principal, ‘I am not impressed by diplomas. They don’t do the work’ which shows that his attitude and spirit towards independent thinking and developing real useful knowledge and understanding.

In at the age of fifteen in 1922 after seeing an advertisement in a bicycle magazine Soichiro left his home prefecture (state) of Shizuoka for a mechanical apprenticeship in Tokyo. Working there he stood out and was noticed as being a hard and innovative worker by his boss, he developed a relationship with his boss and learned many things about business and mechanics. After apprenticing for this company for six years Honda returned to Shizuoka to operate a new company branch as well as organize another company, The Tohai Seiki Company, to design and manufacture new internal combustion engine piston rings.

During this time Honda had a vision to develop and provide piston rings for the Toyota motor company. He worked to perfect his piston ring design finally coming up with a product that he felt was suitable for Toyota’s needs only to be sent home because it did not meet their specifications. After failing many times he finally succeed and was awarded this a contract to produce rings by Toyota.

After WWII gasoline was in very short supply so Honda fell back on his mechanical background and decided that bicycles could fill the people’s transportation needs. Raw manufacturing materials being in short supply as well he rallied bike shops through out the nation for the resources to proceed. Acquiring those resources and support from the shops he developed a bike for this purpose which was less than idea, but continued to improve on the the concept producing the “Super Cub” which became a success at home and abroad.

Eventually Honda’s company became the leading motorcycle manufacturer in the word as well as world wide successful automotive company. I chose this story because I can relate to Honda’s attitude in learning by doing and his perseverance to keep pushing forward regardless of past or current results. I also feel the need to understand process fundamentals even if I have to completely reengineer a task to do so, which seem to be qualities that attribute to Soichiro's success as well. I see the “99% failure” he relates is only what others see as failure but in this sense his failure equals 100% dedication to understanding and determination to causes which brought out the 1% success that really mattered.

Citations:

•Soichiro Honda: A Personal History. (n.d.). Retrieved February 09, 2016, from https://www.youtube.com/watch?v=0FtX0oIMIPM

•Honda Worldwide | History | The "Joy of Manufacturing" / 1936. (n.d.). Retrieved February 09, 2016, from http://world.honda.com/history/limitlessdreams/joyofmanufacturing/index.html

•Gifford, J. (n.d.). *100 great business leaders*. Retrieved February 9, 2016, from http://ce.safaribooksonline.com/book/leadership/9789814484688/33-soichiro-honda-honda/chapter33\_html?query=((Soichiro))#snippet

•Soichiro Honda Biography. (n.d.). Retrieved February 09, 2016, from http://www.notablebiographies.com/He-Ho/Honda-Soichiro.html

**My Replies**

##### 1. Scott Cook - Founder and Chairman of the Executive Committee, Intuit

"Stay grounded and connect to the real problems!" ~Scott Cook

[A Conversation with Scott Cook](https://youtu.be/yKrp0sO3PJg) an interview with Khan Academy founder, chronicles the journey Cook has faced in an attempt to get QuickBooks off the ground. The idea itself stems from Cook listening to his wife complain about paying bills, something that is relatable to us all.  He referred to his initial pitfalls as a chasm, as support had been nonexistent, for his road was not free of obstacles.

In 1985, Intuit had ran out of money and had no revenue, to speak of.   Cook's stopped paying salaries, as her lacked angel investment or a fluid cash flow, and had returned all rented furniture and computers. A few employees stayed on working for free; he eventually managed to find  investor clients. After almost losing his wife to financial struggles, Cook's company seems to have been catapulted back from the brink of oblivion after his Quickbooks product started soaring in popularity.

In watching the [Touring the QuickBook Connect Conference with Intuit Founder Scott Cook](http://abcnews.go.com/Technology/video/touring-quickbooks-connect-conference-intuit-founder-scott-cook-34945408), it dawned on me how far Cook had come.   I felt inspired!  It was not necessarily that I wanted to be a behemoth in the technology industry, I have yet to construct my vision to reflect that far into the future.  Though I found Scott Cook to be relatable, his struggles and failure reminded me of many  of my own false starts and setbacks.  I selected Scott Cook and QuickBooks for "Call to Action -- Failure to Success,"  as a reminder that no matter were you may come from or what industry you've chosen, we need to be able to recognize a need and build on it.  If there is an area that I am unfamiliar, I would need to be proactive and the seek guidance from those more experienced.  Cook had not programed in sometime and sought the aid of a college student.  What Intuit has done as a company over time has been awe-inspiring and a testament  to what is possible for each of us.  In 2005, Cook was on the Forbes 400, with a net worth of $1.1 billion.  Lookout at this real-time snapshot he has risen to a net worth of $1.83 Billion.

Zena,

Reading this post the first thing I saw was Khan Academy at the top. I have come across this browsing the web but didn’t really know what it is, now I do. As for Cook’s story I feel video is very inspirational for anyone who has a vision. Success like his doesn’t come from following a road map or recipe it came for him when he felt he no other option in life but to succeed at making his vision a reality.

Note: as you grow you get stale lean startup Eric Reis, take risks now do something bold.

Elon Musk video:

A goal that has merit vs one that is just wishful thinking, don’t reason by analogy first principal boil things down to the fundamental truths

1. happiness is high, issues arise then happiness declines and you will feel pain.

2. product has to be fantastic dependent on the market saturation

##### 2.