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# Other Side of Success



created by Ella Lucas-Averett

# The Other Side of Success

LESSONS LEARNED THE HARD WAY

## WHY

Our bios can sometimes omit the hard parts, and make it sound like the journey to success is linear. But on **The Other Side of Success** podcast, people that **win big** share the stories of when they **failed hard**.

By sharing true tales from the trenches, we expose an important truth of success - that failure along the way is not only inevitable, but *required*.

In each episode, we sit down with accomplished individuals from a diverse array of backgrounds and experiences and ask them to share a real-world failure story.

**It's not about glorifying failure.** It's about extracting valuable lessons from these experiences, and including them in the true story of success.

**Because behind every success story, there's a tale of epic failure waiting to be told.**

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## WHO

We interview people from diverse backgrounds and experiences to share brief, impactful, real-world failure stories and lessons learned.

## HOST

Ella Lucas-Averett



Host, [The Other Side of Success](#) and [On Air with Ella](#)

Owner, [The Trivista Group](#)

Co-Founder, [Ziva Voices](#)

## CONNECT

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“

*Anyone who has succeeded at anything meaningful will tell you that failure is not just inevitable, it is required.*

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success isn't linear,



it's iterative.

