

# PDXbizwomen

COALITION

# TRACI ROSSI

## MEMBER PROFILE



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### What advice would you give to someone who wants to grow in their career?

My advice to those new in their roles, as well as to seasoned and savvy professionals, is the same advice I give to myself: daily - and the title to one of the most impactful books I have read, by Richard Rohr, *Falling Upward*.

To 'fall upward' crystallizes my belief that graceful failure is one of our most impactful instructors. I have to intentionally put myself outside of my comfort zone, not to intentionally mess up as my six-year-old nephew Harrison would say. But to take the risk embedded in the unknown. Those gambles here and there invite curiosity, risk taking, introspection and yes, admittedly, a few epic do-overs: With relationships. With friends. With ideas. We don't get to see the big mistakes captured on Instagram, or the epic failures emblazoned on Facebook. That is why I sing the praises of challenge and difficulty, as it seems all the rage to summit the highest of mountains and conquer the

latest and greatest challenge. Somehow, it has gone much out of fashion to talk about the treacherous path required to get there. To dissect what it looks like to try, fail, try again, survive, thrive. Rinse and repeat

The most successful people that I have met and admire have failed big at least once. In their effort to course correct, they have reinvented and reimagined their path or an idea multiple times. I happen to believe that there is a direct correlation between crashing and burning on occasion and wild success. That curiosity to keep trying, imagining a new way, deploying courage in very difficult circumstances, are all ingredients to innovation, inspiration and, eventually, forward movement. A growth mindset is a form of personal evolution that results not in just resilience, but to dismantle inequitable systems and structures that create a need for resilience in the first place. That to me, is what growth, or transformation, looks like.

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