



I LOVE FAILURE

The Emotional Gym for Companies

WHO ARE WE?

MISSION:

Help people to live with more courage
everyday

VISION:

Building the emotional gym where we
train the world's courage

Courage in numbers:

🔥 1,379 Confessions

🌍 3,632,280 People Becoming Braver

**Emotional Gym & The Largest Courage
Conference in Europe**



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TRAIN COURAGE LIKE A MUSCLE

- Psychological Safety
- Courage Training
- Cultural Transformation



Trusted by: **ING**



PHILIP MORRIS ROMANIA

Adobe

Microsoft

e-on

THE BUSINESS PROBLEM

Companies operate in fear, not courage.

- People are afraid to speak up
- Low psychological safety
- Leaders don't get the truth
- Teams hide mistakes
- Stress, pressure & burnout drain performance
- Innovation freezes when people avoid risk

Fear is the invisible tax on performance



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THE ILF SOLUTION

We transform fear-based cultures into courageous, open teams.
We do ONE thing → **We train courage.**

How we do it:

- Emotional Gym methodology
- High-emotion shared experiences
- Guided storytelling & vulnerability
- Exposure to discomfort
- Turning fear into connection and resilience

Outcome:

Teams become more honest, more human, more resilient.



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WHY COMPANIES CHOOSE US

They've tried everything else:

- Workshops.
- Team buildings.
- Motivational speakers.
- Coaching.
- Pizza day.

If they worked, their people wouldn't still be afraid to speak up.

Courage can't be taught. **It must be trained.**

The Emotional Gym is a new approach where courage becomes a muscle



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WHAT WE OFFER

The I Love Failure Corporate Experience:

1. Private event - ILF Corporate Show
Our flagship cultural transformation event.
2. Emotional Gym Keynote (Cătălin Meșter)
A powerful session on courage, fear, and resilience.



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THE ILF CORPORATE SHOW

Your company's **courage catalyst.**

What's included:

- Full I Love Failure branding inside your company
- Complete curated show (not a workshop)
- Motivational keynote delivered by I Love Failure
- Internal speakers coached by us
- Storytelling curation & speech development
- Live Failure Anonymous panel
- Emotional Gym Exercise (Signature)
- High emotional impact courage training
- Certificate of courage for all attendees



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WHAT CHANGES AFTER WE WORK TOGETHER

- “More people speak up early when projects go sideways.”
- “Leaders normalize learning from mistakes instead of blame.”
- “Teams experiment more without waiting for permission.”
- “Burnout conversations become allowed instead of taboo.”



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FEEDBACK



Eleni Skoura · 1st

Executive Board Member and Head of Retail Banking at ING Bank Roma...
9h · 🌐

Yesterday, I had the privilege of participating in an inspiring event organized by our amazing ING HR lions in collaboration with [I Love Failure](#). It was a powerful reminder that failure is not an endpoint but a form of feedback—a necessary step in learning, growing, and ultimately succeeding.

During my turn to speak, I shared some of my own “failures” and reflected on a belief that has shaped me: You never truly fail unless you never attempt anything at all. I've always been inspired by Roosevelt's “Man in the Arena”—a call to live courageously, take risks, and never let fear of failure dictate our choices.

What made this event even more special was the opportunity to further bond with my fellow EXCO members as we shared stage and our own lessons from failure with the rest of the organization. A huge thank you to [Mester Catalin](#) for bringing us all together in such a meaningful way. And I must say, I was truly impressed by my colleagues' courage in opening up and sharing their own stories.

Failure is part of the journey. The important thing is to keep stepping into the arena.

[#ing](#) [#doyourthing](#) [#Courage](#) [#GrowthMindset](#) [#!LoveFailure](#)
[#LessonsFromFailure](#)



Dora Hulpus · 1st

Head of Talent & Learning, Organisational Culture & Employee Experien...
12h · 🌐

Learning, resilience and growth – this is how our culture can be described. Thank you too, [Mester Catalin](#) for bringing the 'I Love Failure' mindset to our Explore event and for inspiring open and honest conversations with our colleagues. Proud to be part of a company that embraces failure as a learning opportunity! ❤️ [#INGBANKRomania](#)



Cristian Lia · 1st

Business strategy | Operations management | Efficiency champion | Co...
1d · 🌐

Thank you [Mester Catalin](#) and [ING Romania](#) for the unique opportunity to share some thoughts about the failures I experienced during my professional journey.
[#ilovefailure](#)



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IMAGINE THIS IN
YOUR COMPANY



LET'S TRANSFORM YOUR CULTURE

Bring the Emotional Gym into your company.
Let's talk.

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Full-service corporate experience.
Any team size • Any industry.

I Love Failure 2026

Bucharest National Opera House

9th of November

just show up



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