



# Business leaders, Tim Tebow's parents say it's OK to fail

Thursday

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DAYTONA BEACH — What if, instead of feeling ashamed of failure, people felt inspired?

More importantly, what if it pushed them toward success?

That was the message local business leaders and Tim Tebow's parents worked to convey to an audience of about 200 people Thursday night at the Ocean Center during the first Fail Forward event.

"The fear of failure can be crippling," said Jayson Meyer, founder of Synergy Billing.

But failure, Meyer said, "is a part of the human condition. Failure moves us forward."

Tim Tebow has seen a number of successes and failures since his days as a college football champion.

During his career at the University of Florida, Tebow won the Heisman Trophy in 2007 and led the Gators to the national championship for the 2008 season. He was drafted in the first round of the 2010 NFL draft and played two seasons in Denver — leading the Broncos to the playoffs in 2011.

He was traded to the New York Jets after Denver signed Peyton Manning in 2012. The Jets cut him after one season. The New England Patriots picked him up in 2013 and then let him go after training camp. The Philadelphia Eagles signed him in 2015 but also cut him.

While the string of failures might have sent some athletes to a dark place, Tebow's parents knew he'd be fine because of what they'd taught their son and his siblings while they were growing up.

Bob and Pam Tebow started teaching their children early on about success and failure because they knew they'd encounter both in life.

"We tried to teach them character qualities that would help them deal with success and failure," Pam Tebow said. "We talked about having courage, so that when you do fail or you do have a disappoint, you have the courage to risk failing again and keep on going."

Tim Tebow, who signed a minor league contract with the New York Mets on Sept. 8, has taken what he learned from his parents and his life experiences and put those lessons down on paper.

His book "Shaken: Discovering Your True Identity in the Midst of Life's Storms" is scheduled to be released Oct. 25.

"He wrote this to encourage people that when you get shaken in life, it's not the end all," Pam Tebow said. "He's being honest about it so he can encourage other people who've had failures."

Meyer said he hoped Thursday's event would inspire the community to develop a culture of innovation with the confidence to pursue their dreams.