



CEO promotes idea of 'Failing Forward'

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By [Clayton Park](#)

DAYTONA BEACH — At age 17, Jayson Meyer was sitting on top of the world.

A technology whiz who dropped out of high school two years earlier, he had started a computer company that quickly grew to become a million-dollar business. By 2000, he was the subject of a flattering profile in the Wall Street Journal as well as CBS's "48 Hours" and was invited to appear on the "Oprah Winfrey Show."

Having never known failure up to that point, Meyer, looking back, admits today that the sudden success went to his head. "Everything seemed so easy," he recalled.

Then 9/11 happened, and Meyer's business went from being a profitable million-dollar-plus operation to being a half-million dollars in debt.

Meyer said he felt embarrassed and kept a low profile for the next few years until he could pay off his debts and rebuild his career.

"I'd been so successful (before). I didn't want to be viewed as a failure," he said.

In 2006, he launched a medical billing and coding business called Synergy Billing, which for the past two years has been included in Inc. magazine's annual list of the nation's fastest-growing private companies.

He believes the failure he experienced at a young age helped make him a better businessperson.

"Now when I look back, those were valuable experiences," he said. "It was like getting an MBA."

What he learned, he said, is that "All failures are temporary," provided one is willing to learn from the mistakes and setbacks that are inevitable for anyone in business. "if you give a 100 percent effort and learn then there's no failure," he said.