

Wise Guy

Lessons from a life

Guy Kawasaki

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He is the chief evangelist of Canva, an online graphic design tool. He is the brand ambassador of Mercedes Benz. He was the chief evangelist of Apple and the Wikimedia foundation. He has written fourteen books so far, wise guy is his 15 th book.

Change a losing game. Take action, make decisions, change a losing situation.

Remember the opportunities others gave you, when you make it provide opportunities to others.

**You cannot measure the impact of a teacher
till twenty years have gone by**

Seek out and embrace people who challenge you. You will learn more from them than folks who hold you to lower standards

Be a hard ass when you are in charge either as a teacher or a manager. You are not doing anyone a favor by lowering your standards and expectations.

The future cost of short term kindness is huge.

**Don't let people make mistakes, at least
play the devil's advocate and warn them**

**Don't worry about what motivates you,
what's important is that you are motivated**

**You should never consider yourself a victim,
since you will then start acting like a victim**

Steve jobs demanded excellence from the Macintosh division (where I worked) and you had to be at the top of your game. It wasn't easy working for him. it was sometimes unpleasant and scary, but he drive us to do the finest work of our careers.

Tell the truth. Honesty is the test of your competence and character. You need intelligence to recognize what is true and you need strength to speak it.

Quit a job when the timing is optimal. Plan your exit. The timing and manner of quitting a job are just as important as when starting a new job.

Be careful when leaving a company too early, worse still, leaving too early or staying too long? The grass is never greener on the other side, so consider it carefully when you leave early.

It is important the your boss knows that you are doing good work.

Be curious, mistakes and failures can yield opportunities. if you have the right mind set, the opposite of success is not failure but learning.

Be humble, it will help you succeed.

Do what's right. Influence comes with a moral obligation to stand up for your principles and to help less fortunate people. This may come at a personal cost and short term costs, but that's what a moral obligation is.

**Parenting has been the most challenging
and the most rewarding activity of my life.**

Prepare for a test, interview or challenge.

Three wrong ways people prepare:

A. arrogance : I don't need to prepare, I will rise to the occasion.

B. laziness: I am too busy to prepare

c. stupidity: I am probably going to fail, so I wont prepare.

**Embrace the fact that daughters control
how happy their fathers can be.**

Don't be afraid to show weakness, strong people can admit a mistake, change their minds and tolerate humiliation.

**Make your best effort and proceed boldly.
Some people will see problems and
controversies that are not there. Making
everyone happy is impossible.**

When you make a presentation, try and use a maximum of ten slides. You will be lucky to get ten points across in a presentation, so count the points you want to make and how you want to make them.

Steve jobs used a 190 point text, which meant that he would at best have one word or two words on his slides.

Be humble, be relational, nobody gets where they are without the help of people, be quick to reward those who help you on the way, focus on amicable relationships and help to make others succeed by making them think, pushing the bar and not expecting anything in return.

