## Leadership Lessons from the Trenches



**Guy Kawasaki** 

**CEO**, Garage Technology Ventures





Ideas are easy, implementation is hard



## More OB, less Finance



Use American Math



- Costs \$1
- Sell for \$5
- Margin = 20%





## Everyone is a "product manager"



Power

Incoming students

Curriculum

Kona

X

Responsibility



## Be brief

- One-page emails
- Twelve slides
- One hour meetings



# Make your boss look good







Unique ability to provide

**Stupid** 

X

**Dotcom** 

**Price** 

Value to customer



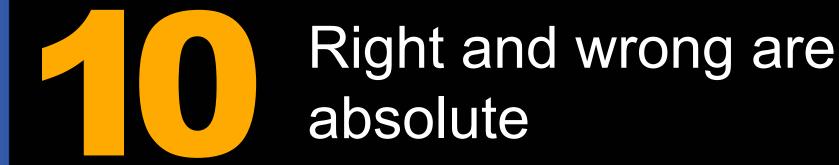
A players hire A players
B players hire C players





Don't ask anyone to do something you wouldn't do









Karma counts