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## Lessons From Guy Kawasaki

[Guy Kawasaki](#), former Apple evangelist and current advisor, investor and thought leader to startups, established brands like Google and Mercedes-Benz, and the business community at large, often speaks on lessons from Steve Jobs.\*

Since Guy worked for Steve Jobs twice, his talks are chock-full of insights about what made Apple so successful. But if you've seen Guy speak, read his books and/or follow him on social media, you know there is so much to be learned from Guy himself. So here are three lessons from Guy Kawasaki:

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**1. Be genuine and generous.** Guy always speaks from the heart — he's real and honest and isn't afraid to admit his mistakes (like quitting working for Apple — twice). He doesn't pitch products he doesn't use — and conversely, he decides to invest in companies if they make things that he actually uses.

He also has a "yes" attitude (his default response to people's requests is "yes"), trusts others first (instead of expecting them to trust him first) and

focuses on goodwill (taking positive actions that make the world a better place.) He writes about these generous approaches in his book, [Enchantment](#), and he practices what he preaches.

## **2. If you never try, you'll never know.**

When someone tells you that you'll fail at something, don't believe them. You won't necessarily succeed, but if you don't try it, you won't ever find out. As someone who has started up multiple companies, Guy knows how important it is to develop an immunity to all the negative talk that most entrepreneurs hear. Innovation depends on experimentation — and sometimes failing is the best way to learn and grow.

And it's a great time to be an entrepreneur, he says. Everything you need is free or cheap (hosting, tools, funding platforms) — so go for it.

**3. Evangelists beat salespeople.** Evangelism — literally, bringing the good news — is the most effective way to engage customers. While salespeople are concerned with making quotas and earning commissions, evangelists share their products because they are truly concerned with the welfare of others. They are personally passionate about what they're offering and they want people to benefit from it.

And the best evangelists *show*, they don't *tell* — because some things need to be believed to be seen. Guy is currently “Chief Evangelist” for [Canva](#) an online graphic-design service. When he spoke at a recent event that I attended, he gave a quick demo of Canva that made it seem so easy to use that everyone walked away a convert.

\*In case you're wondering, here are Guy's 10 lessons from Steve Jobs:

1. **“A” players hire “A” players** — they have the security and wisdom to know they need someone better than themselves.
2. **Customers can't tell you what they want** — they'll only tell you to make things better, faster, cheaper, and that leads to a sea of sameness.
3. **Innovations happen on the next curve** — most companies define themselves by what they already do, the *mechanism* — but the real

growth comes from innovating on the *benefit*.

4. **Design counts** — it might not matter to everyone, but it matters to enough people.
5. **Big challenges beget big changes** — Steve Jobs wanted to prevent the end of freedom.
6. **Less is more** — you need to make up your mind sometimes.
7. **Changing your mind is a sign of intelligence** — not weakness.
8. **Engineers are artists** — writing code is not an easy task.
9. **Marketing = unique value** — play in the high uniqueness/high value quadrant.
10. **Innovators ignore naysayers** — ignore the dangerous bozos who say it can't be done.

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*Denise Lee Yohn is a brand-building expert, speaker and author of [What Great Brands Do](#) and the new book, [Extraordinary Experiences](#). [Contact](#) / [Twitter](#).*

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