

# The art of innovation - Guy Kawasaki



Creativity World Forum – Kortrijk – 20141105

Summary made by creashock.be

SMART WALL PAINT  
by BOSS PAINTS

#CWF 14

GUY KAWASAKI

YOU ARE NOT ME

The Art of INNOVATION

11/5/14

1. MAKE MEANING
2. MAKE MANTRA  
MISSION STATEMENT  
bla bla  
3 WORDS!
3. JUMP TO THE NEXT CURVE  
WHAT'S YOUR BUSINESS?
4. ROLL THE DICE
5. DON'T WORRY BE CRAPPY!  
SHIP THEN TEST
6. LET 100 FLOWERS BLOSSOM
7. POLARIZE PEOPLE  
LOVE OR HATE
8. CHURN, BABY, CHURN
9. UNIQUE VALUE
10. PERFECT YOUR PITCH  
CUSTOMIZE INTRO  
10 SLIDES  
BIG T H

+ DON'T LET THE BOZOS GRIND YOU DOWN.....

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KEY POINTS

the Ten Commandments of Guy Kawasaki  
(chief evangelist)

1. Make Meaning  
(f.i. ebay has democratized commerce)
2. Churn Mantras  
make
3. Jump to the next level
4. Create deep products and intelligent and complete and so on.
5. It's OK to have elements of crappiness!
6. Let 100 flowers blossom (grab the money if you can)
7. Polarize People
8. Ignore people but also listen to them
9. Create things that are unique and valuable
10. learn to pitch

Made by Pieter Fannes

# 1. Make Meaning

- It's different from making money
- If you make meaning you will make money too
- Change the world
- Make the world a better place
- Why does this work that way?
- Is it the best way possible?
- Companies should democratize!
  - Apple democratised the computer industry
  - eBay democratised the commerce
  - Google democratised information
  - YouTube democratized video content



## 2. Make a mantra

- Why your company exists
- Not a mission statement
- It is what your company does and does not
- It's the heart and the soul of your brand
- A 2 – 3 word discription:
  - Healthy fast food (Helpguide.org)
  - Authentic athletic performance (Nike)
  - Peace of mind (Fedex)
- More info? Brand positioing slideshare from Leroy J. Ebert:  
<http://www.slideshare.net/LeRoyJEbert/brand-positioning-by-leroy-j-ebert> (picture is also from this slideshare)

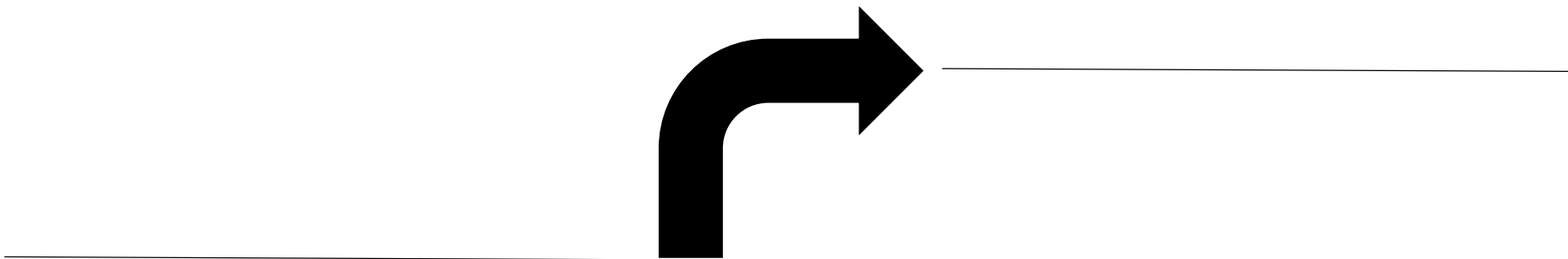
### Designing a Brand Mantra

Brand Mantra must economically communicate what the brand *IS* and *IS NOT*

	Emotional Modifier	Descriptive Modifier	Brand Function
Nike	Authentic	Athletic	Performance
Disney	Fun	Family	Entertainment

### 3. Jump to the next curve

- Not just slightly better what you already do today
- 20 or 30 times better
- Most companies define themselves with what they already do, not what they could benefit
- Don't define your self as what you do, but as what benefits you deliver

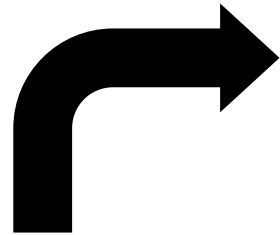


# ICE 1.0

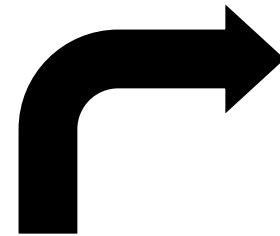
# ICE 2.0

# ICE 3.0

Iceharvester



Icefactory



Refrigerator

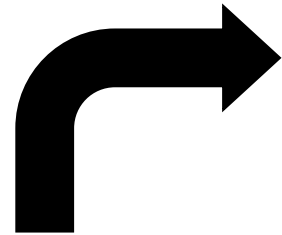
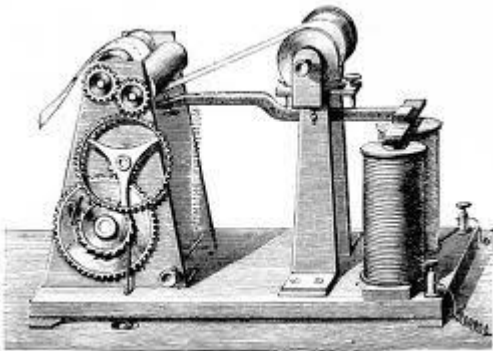


# PHONE 1.0

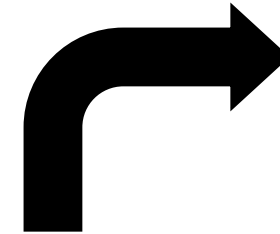
# PHONE 2.0

# PHONE 3.0

Telegraph



Telephone



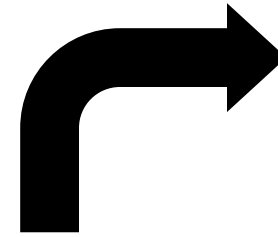
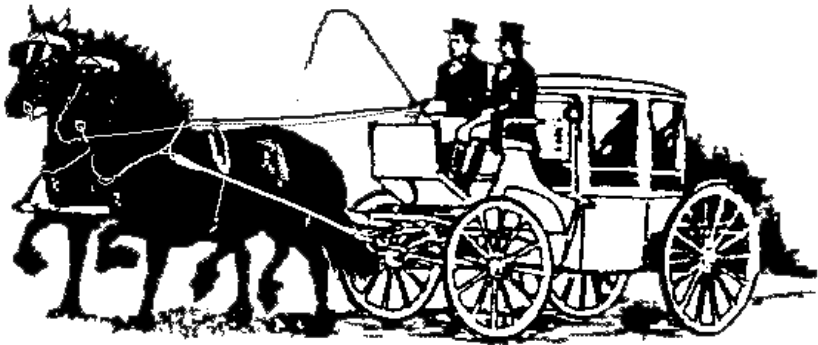
Voice over IP



# Transport 1.0

Carriage

Taxi



# Transport 2.0

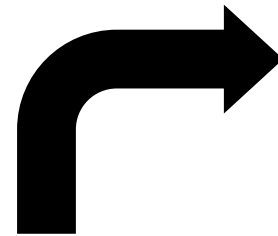
Prosumer



# Traditional cleaning      New way of cleaning

Traditional cleaning company

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## How TaskRabbit works



Tell us what you need

Let us know what we can take off your plate.

Choose a Tasker

Hire one of our fully vetted Taskers to get the job done.

Kick Back and Relax

Your task is completed to your satisfaction - guaranteed.

# From traditional cleaning to Taskrabbit

## How TaskRabbit works

1

Tell us what you need

Let us know what we can take  
off your plate.

2

Choose a Tasker

Hire one of our fully vetted  
Taskers to get the job done.

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Kick Back and Relax

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## 4. Roll the Dice



- Great products are deep:
- **Fanning and reef:** Reef sandals: a sandal that can open a beer
- **Intelligent:** my key Ford Mustang => immortal to let a youngster drive such a car => program the top speed of the car in the key
- **Complete:**
  - it's the totality of the service: e.g. Google: glasses, cars, ...
  - A restaurant is not only the food
  - it's the totality of the ecosystem
- **Empowering: Apple MacBook Air** => make people more productive, products and services which don't fight you
- **Elegant:** Eames loung chair, Herman Miller, Dyson

5. DON'T  
WORRY  
BE CRAPPY



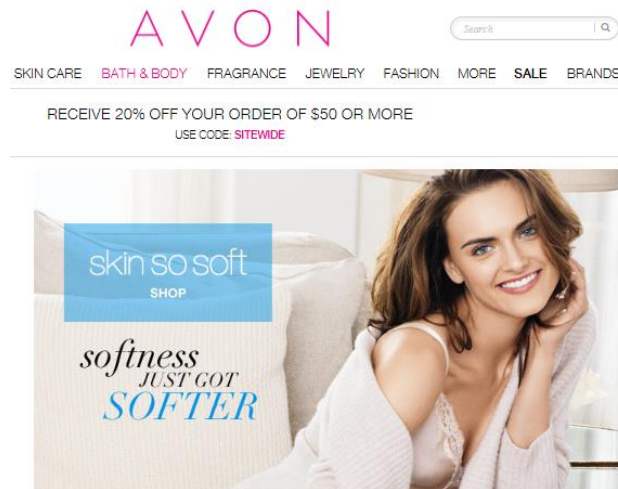
## 5. Don't worry, be crappy

- If you managed to jump to the next curve, your product or service should not be perfect right away
- When you are 10 times better, don't wait for final improvements. Otherwise you will never ship. Just ship and then test (not in Biotech!)
- If you jump a curve, it's ok to send products and services with some elements of crap (= not crappy products or services!)



## 6. Let 100 flowers blossom

- Every way of sales is OK, even if your product is not used like you meant it, you need to respond to it. If they want it that way, completely different from your actual proposition, take the money and run
- Avon launched a product to make the skin softer. Apparently mothers started to use it as an insect repeller.



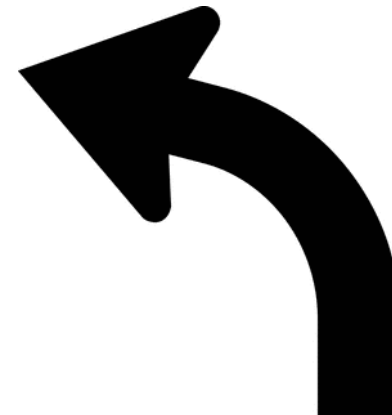
## 7. Polarize people

- The worst thing is that people don't care
- A great innovation polarizes people: you like it or you hate it
- You should not piss people intentionally off
- It's not bad however that people hate your products or services



## 8. Churn baby, churn

- Refuse to listen to certain parties during development  
=> churn, baby, churn!
- Once you have shipped, start listening to them:  
=> turn, baby, turn



## 9. Niche thyself

# Stupid to be here

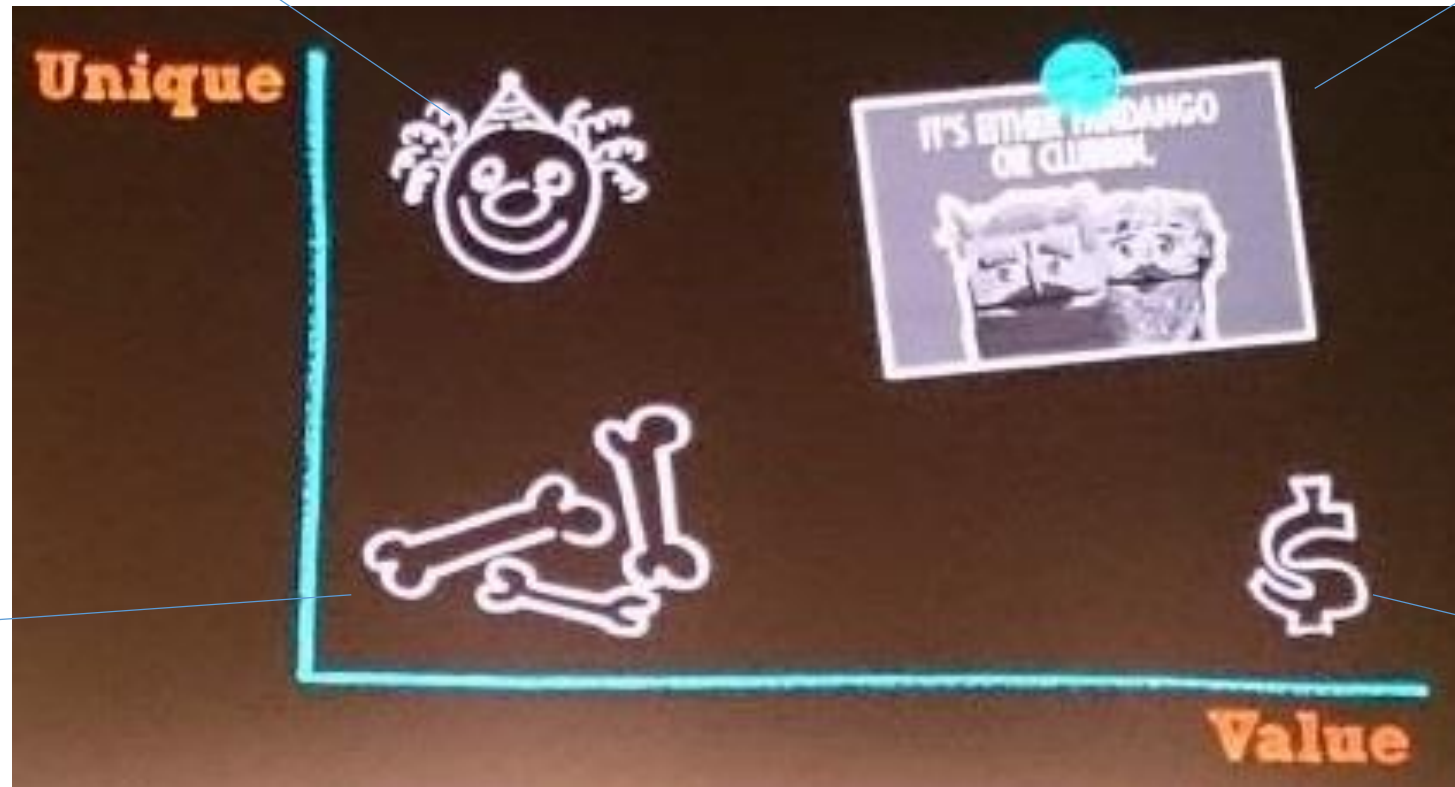
Park pendicular: when there is not a lot of place to park

## Place to be

Fandango: guarantees the perfect movie night. Find theater show times, watch trailers, read reviews and buy movie tickets in advance

## .com corner

Dell



# 10. Perfect your pitch

- Always customize the start of your pitch
- You show you did some research, some effort
- Make your start compelling
- What can you do to enchant your speech?
- E.g. Guy Kawasaki was going to give a speech for LG. He took a picture of an LG washing machine he had at home
- 10 slides, 20 minutes and minimum 30 points font
- You may have noticed I did not use this rule? You are not me 😊





11. DON'T LET  
THE BOZOS GRIND  
YOU DOWN

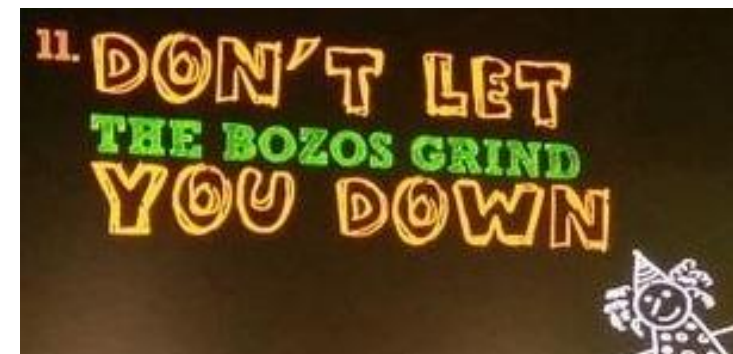


11. DON'T LET  
THE BOZOS GRIND  
YOU DOWN



# Bonus: don't let the bozos grind you down

- A bozo is an incompetent person. It's a loser which can be dangerous
- Bozos have a negative effect on morale and profits
- One of Yahoo's founders used "bozo" during a talk to business students: "What's the most important thing to do in order to grow your company from 10 employees to 100 or 1000?" => get rid of the bozos. Seriously, fire them immediately."
- Build resistance against bozoacity
- Make sure you are immune



Watch Guy Kawasaki <http://bit.ly/1rTsigK>



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