

Leadership, Teamwork & Communication PT1

Essay about Guy KAWASAKI

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Please choose a leader (known in the business world, political world...).

Guy Kawasaki has a BA in psychology, a MBA from University of California, Los Angeles. Besides his work at Apple as software evangelist in the '80, he acts now as a venture capitalist in the Silicon Valley.

He is speaker and author of ten books concerning sales, marketing, leadership, communication and psychology. He is using his knowledge to teach to entrepreneurs how to “do not just aspire to sell their product but, aspire to enchant their customers”.

For that reasons, he shares best practices, from “how to build trust with others”, “how to shake the hand of someone” to “how to create presentations using the 10-20-30 rule (10 slides, 20 minutes, font size minimum is 30 points)”.

I would invite you to watch a video available through my blog in order to better know the man: <http://bit.ly/lwaNsc>

(a) According to what you've learned so far in LTC – what can you tell/observe/describe about this person? (This includes leadership qualities, communication, collaboration, etc.... described in terms of strengths and weaknesses of the leader)

Strengths of Guy

- He “sets a purpose for others to follow and motivates them to pursue it with effectiveness and full commitment” (F. Kofman)
- Write and share compelling stories
- Due to his position in a venture capitalist company, he:
 - o Has a willingness to learn
 - o Is passionate about the people he meets as well as their projects
 - o Takes risks
 - o Is persuasive with his audience who can become his business partners
 - o Is associative
- He applies the theories he shares with his audience

Weaknesses of Guy

- His omnipresence in the media might denote a kind of inability to find new start-up talents due to the competition of venture capitalists in San Francisco area
- His visibility makes him “the person with whom I want to work” but people might very be disappointed if they can't get his attention or if he doesn't like their project
- Too much expectation is put upon him as he motives people but won't do the work for them

(b) Taking into consideration your own style, if you were to make a business proposal to this person:

(i) How would you approach it? What skills do you need? And what would this proposal be?

To approach Guy I need a willingness to enchant people through innovative applications that might change the world. This should be materialised by the creation and the management of a successful social network already available to a limited amount of users.

This project should be setup by a team having different background but it must have an “underline magic” that sets what the team has apart from the competition.

Guy is looking for people needing his help to increase the visibility of their projects but not people who need his help to finish their ideal project that might never see the light.

(ii) What possible obstacles can you foresee for yourself (e.g. in terms of own difficulties, weaknesses)? When might these obstacles occur (e.g. preparation phase, selling proposal to leader, implementation...)?

- I am ashamed to disclose the joy I feel when working on my project, implying that I have hard time to share this fascination to the ones I want to work with.
- Barriers to work with others start with finding entrepreneurs with whom to partner in those times when a job as employee in a big firm sounds satisfactory to the majority of people.
- Most people want to lead projects but they forget you need to manage and find people to implement the objectives; the latter are the ones it is hard to convince to stay in their job position and “wait” for their “promotion”.

(iii) What do you propose to do about them (in terms of your own development, improvement...)?

- To work on myself and put out of mind the fact that being attached to an idea that might sounds odd to others won't be a reason to taunt us.
- To work on my “likability” and change my dress code when I meet other entrepreneurs; basically they dress jeans when I am dressing more formal jackets.
- To work as a software developer again and stop writing strategies for executives because I need the project to run and be consumed by customers.
- To revise with a marketer, human resources expert and a psychologist how to convince people to stay in the position where they are the most efficient