



How Steve Jobs' Tough Love Inspired Canva's Guy Kawasaki to Embrace Remarkability

Description

At the prestigious Inc. 5000 Conference, Guy Kawasaki, the chief evangelist of Canva, elucidated the profound insights imparted by the late Apple visionary Steve Jobs, along with other illustrious business magnates, regarding the imperative of enhancing the world.

Over the years, Kawasaki has meticulously scrutinized the leadership paradigms and business methodologies exemplified by [renowned CEOs](#) and the so-called “assholes” of [Silicon Valley](#). These experiences, he asserts, have crystallized what it means to effectuate genuine change and to attain the status of the truly “remarkable.” Kawasaki is now on a mission to disseminate these invaluable lessons, emphasizing the significance of entrepreneurship in fostering societal betterment.

Kawasaki's odyssey began in Honolulu, Hawaii, where the encouragement of his sixth-grade educator propelled his parents to invest in a private education, ultimately paving his path to Stanford University and, subsequently, to an esteemed position at Apple.

The author of 16 published works and host of the *Remarkable People* podcast—which features luminaries such as Jane Goodall and Steve Wozniak—Kawasaki has synthesized insights from these discussions into pivotal teachings on leadership.

Embrace Strategic Disruption

Kawasaki recalls that under Jobs' tutelage, he learned the critical lesson that transformative impact arises not from incremental enhancements, but rather from profound paradigm shifts. Using the evolution of the ice-making industry as an allegory, he illustrates how pioneering advancements, such as the refrigerator, revolutionized societal norms by transcending mere improvement.

Cultivate a Mission-Driven Ethos

Kawasaki acknowledges Jobs' complex personality, distinguishing between egocentric leaders and those who are “mission-driven.” He asserts that the latter, while potentially abrasive, are integral to fostering meaningful progress and inclusivity based on shared objectives rather than superficial traits.

Cultivate a Growth Mindset and Grit

Referencing research by Carol Dweck, Kawasaki promotes the “growth mindset”—the belief in one's capacity for acquisition of new skills and ventures—while emphasizing the necessity of resilience, which entails embracing vulnerability and learning from failure.



Transition to Grace

Ultimately, Kawasaki posits that true impact arises from a shift towards grace, which necessitates redefining one's metrics of success beyond material gain to encompass societal contributions. His aspiration is succinctly encapsulated: he hopes that his legacy will be one of empowerment and inspiration.

Vocabulary List:

1. **Illustrious** /ɪˈlʌs.tri.əs/ (adjective): Well-known respected and admired for past achievements.
2. **Evangelist** /ɪˈvæn.dʒə.lɪst/ (noun): A person who seeks to convert others to a particular doctrine or set of beliefs.
3. **Discern** /dɪˈsɜːn/ (verb): To perceive or recognize something.
4. **Grit** /grɪt/ (noun): Courage and resolve; strength of character.
5. **Paradigm** /ˈpær.ə.daɪm/ (noun): A typical example or pattern of something; a model.
6. **Empowerment** /ɪmˈpəʊər.mənt/ (noun): The process of becoming stronger and more confident in one's own rights.

Vocabulary quizzes

Multiple Choice (Select the Correct answer for each question.)

1. Which of the following words means to become aware or conscious of something?
Option: Allegiance
Option: Nuanced
Option: Perceives
Option: Culminating
2. What term describes a state where opposing forces are balanced?
Option: Illustrious
Option: Synergy
Option: Equilibrium
Option: Empowerment
3. What word refers to the perseverance and passion for long-term goals?



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- Option: Articulated
Option: Catalyst
Option: Grit
Option: Prowess
4. Which term describes the combined power of a group that is greater than the sum of individual efforts?
Option: Ascend
Option: Synergy
Option: Empowerment
Option: Retention
5. What word is used to describe a typical example or pattern of something?
Option: Grit
Option: Paradigm
Option: Potency
Option: Gravitas
6. What term refers to the process of giving power or authority to individuals?
Option: Indelible
Option: Niche
Option: Empowerment
Option: Catalyst
7. Which word describes a division or contrast between two things that are represented as being opposed or entirely different?
Option: Autonomy
Option: Prowess
Option: Dichotomy
Option: Ascend
8. What term means to rise or move upward?
Option: Plethora
Option: Culminating
Option: Ascend
Option: Gravitas
9. What word refers to outstanding or superior skill or ability?
Option: Synergy
Option: Prowess
Option: Allegiance
Option: Niche
10. Which term means that cannot be forgotten or removed?



- Option: Indelible
- Option: Potency
- Option: Gravitas
- Option: Perceives

Gap-Fill (Fill in the blanks with the correct word from the vocabulary list.)

11. Learning a new language can be a _____ for cultural understanding.
12. The _____ scientist won numerous awards for groundbreaking research.
13. The philosopher's words were filled with such _____ that they left a lasting impact on the audience.
14. Employees who are given _____ in their work often show greater creativity and motivation.
15. Her elegant style is the _____ representation of timeless fashion.
16. The marathon was the _____ event of the running season.
17. The boutique focuses on serving a specific _____ market of luxury goods.
18. The medicine's _____ was evident in how quickly it relieved the symptoms.
19. The leader spoke with such _____ that all those present were captivated by his words.
20. Regular practice is essential for memory _____ when learning new skills.

Matching Sentences (Match each definition to the correct word from the vocabulary list.)

21. The phrase "time is money" can the importance of efficiency in daily life.
22. The enthusiastic tech promoted the benefits of the latest gadgets.
23. His comments were largely in the grand scheme of the discussion.



24. The successful collaboration of the team showed the power of in achieving goals.
25. She her ideas clearly during the presentation leaving no room for misunderstandings.
26. The solution to the puzzle still me despite numerous attempts to solve it.
27. The novel's characters were so well-developed with personalities that readers were captivated.
28. The inspiring movie served as a for her to pursue her long-held dreams.
29. The mentor's advice left an mark on the young entrepreneur guiding her future decisions.
30. The soldiers pledged their to their country ready to defend it at all costs.

Answer

Multiple Choice: 1. Perceives 2. Equilibrium 3. Grit 4. Synergy 5. Paradigm 6. Empowerment 7. Dichotomy 8. Ascend 9. Prowess 10. Indelible

Gap-Fill: 11. catalyst 12. illustrious 13. profundity 14. autonomy 15. quintessential 16. culminating 17. niche 18. potency 19. gravitas 20. retention

Matching sentence: 1. encapsulate 2. evangelist 3. inconsequential 4. synergy 5. articulated 6. eludes 7. nuanced 8. catalyst 9. indelible 10. allegiance

CATEGORY

1. Business - LEVEL6

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