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WOBI
School
of Management



ON DEMAND

**WOBI PRESENTS THE EXCLUSIVE
MASTERCLASS ON**

INNOVATION FOR
GROWTH with

**GUY
KAWASAKI**

SILICON VALLEY ICON AND
FORMER CHIEF EVANGELIST AT
APPLE



**IN THIS MASTERCLASS
YOU WILL LEARN:**

- Strategies that resonate with clients, customers and teams in a context of continuous change
- Defining your innovative goals and effectively communicating them across your organization
- How to differentiate yourself from competitors and gain a competitive advantage

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ABOUT GUY KAWASAKI

Silicon Valley Icon and Former Chief Evangelist at Apple

Guy Kawasaki is a Silicon Valley veteran with experience at Apple and Google. He has over thirty years of experience with creating innovative products and services and going to market.

Formerly Chief Evangelist of Apple and a trustee of the Wikimedia Foundation, **Guy** is the author of 13 books including the New York Times best-selling author of *The Art of The Start* and *Enchantment*.

He is currently Chief Evangelist of Canva, an online graphic design tool, and an executive fellow of the Haas School of Business (UC Berkeley). Most recently, **Guy** has launched a new podcast titled, Remarkable People.



There will always be people who hate or love what you do and that is normal, because it is not about being liked by everyone.

Guy Kawasaki



MASTERCLASS SESSIONS

SESSION 1

40 min

HOW TO BE A REMARKABLE PERSON

- Pursue interests, not passions
- Stick to it
- Don't be framed
- Get motivated any way you can
- Get in any way you can
- Don't look for problems
- Remember your friends
- Don't stop learning
- Get over the imposter syndrome

SESSION 2

40 min

HOW TO BE A REMARKABLE INNOVATOR

- Jump to the next curve
- Rotation
- Work backwards from the customer
- Ask, "Therefore, what?"
- Get high and right
- Don't worry, be crappy
- Let 100 blossoms bloom
- Change your mind
- Remove speedbumps
- Ignore naysayers

4 **160** **DIGITAL**
SESSIONS MINUTES IN TOTAL MASTERCLASS



MASTERCLASS SESSIONS

SESSION 3

40 min

HOW TO BE A REMARKABLE PERSUADER

- Be likable
- Be trustworthy
- Be good
- Accept others for what they are
- Default to yes
- Use salient points
- Enchant all the influencers
- Build an ecosystem
- Provide social proof
- Tell stories

SESSION 4

40 min

HOW TO BE A REMARKABLE ENTREPRENEUR

- Focus on creating customers
- Make a Minimal-Viable-Valuable-Validating Product
- Weave a MAP
- Find soulmates
- Hire believers
- Diversify your workforce
- Develop empathy
- Worry about the big stuff
- Embrace brevity
- Under promise and over-deliver



BENEFITS

- **Full Access:** Access to the On Demand content for 30 days
- **Executive Summary:** Written overview of key learnings from each session
- **Multi-Language:** All sessions available in English, Spanish, Italian and Portuguese
- **Content:** 160 minutes of content

PRICES

INDIVIDUAL	GROUPS		
249 ^{USD}	3 tickets	639 ^{USD}	747 ^{USD}
	5 tickets	1,039 ^{USD}	1.245 ^{USD}
	10 tickets	1,999 ^{USD}	2.490 ^{USD}



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