Guy Kawasaki is the author of eleven books including *What the Plus!, Reality Check, The Art of the Start, Rules for Revolutionaries, How to Drive Your Competition Crazy, Selling the Dream*, and *The Macintosh Way*. He is also the co-founder of Alltop.com, an “online magazine rack” of popular topics on the web, and a founding partner at Garage Technology Ventures. Previously, he was the chief evangelist of Apple. Kawasaki has a BA from Stanford University and an MBA from UCLA, as well as an honorary doctorate from Babson College. He entertained graduates and guests with a memorable keynote speech at Menlo’s Commencement 2012 that was poignant as well as humorous.
Ten hindsights from my experience to help you to go forth...

by Guy Kawasaki

1. Live off your parents as long as possible. They worked very hard to give you a better life. Don’t deprive them of the pleasure of watching you enjoy it. You have your whole life to work for bozos. Why rush?

2. Pursue joy, not happiness. Sure, the future is bright and all that stuff, but life is not uninterrupted, pure happiness. You will go through difficult times. But what balances and overcomes difficulty is episodic joy. Joy does not come from the possession of material things—it comes from experiences such as falling in love, making close friends, creating products and services that delight people, and eventually raising children—especially when they move out.

3. Challenge the known and embrace the unknown. Many people challenge the unknown and embrace the known. Do the opposite: question the status quo because, quite frankly, the status quo is overrated. Embrace, accept, and even better, cause change and enjoy the unknown.

4. Change your mind. This is a sign of intelligence. Steve Jobs changed his mind all the time. Complete, total, utter 180 degree changes. And he made you think he was right both times. The ability to change your mind means that you’re thinking, questioning, and courageous enough to admit mistakes. As Martha Stewart would say, “It’s a good thing.”

5. Don’t worry, be crappy. Don’t wait for perfection. Life isn’t perfect. Do the best you can and ship. Real people ship and then test and then ship again. And test again. And ship again. And one day you wake up and by golly, you have something insanely great.

6. Suck it up. Think of Mike Rowe of Dirty Jobs. He’s The Man because he’s willing to do the dirty job like working in factories, cleaning out sewers, and performing artificial insemination on pigs, chickens, turkeys, and llamas. Life isn’t easy. Suck it up.

7. Don’t ask people to do something you wouldn’t do. This is the best test for everything you want to ask or expect others to do. If you wouldn’t do something, you have no right to expect anyone else to.

8. Let me give you the secret to succeeding in business: learning how to use PowerPoint. The optimal number of slides in a PowerPoint presentation is 10. You should be able to give these ten slides in 20 minutes. The optimal font size is 30 points or ½ of the age of the oldest person in your audience.

9. Learning and schooling are not the same thing. Learning is lifelong. Schooling is not. Arguably, you will start a new kind of learning tomorrow because learning from this point is mostly internally driven. When you stop learning, you mentally die. It’s that simple.

10. Obey the absolutes. The greatest temptation in the work place is relativistic morality: I don’t cheat on my taxes as much as others. I don’t pad my expense report as much as others. I don’t goof off as much as others. This is the slippery slope that causes people to lie on their resumes, cheat customers, and defraud the government. Right is right. And wrong is wrong. Don’t ever forget that.
COMMENCEMENT 2012

TOP MIDDLE: John Henry Felix ‘49, Air Force ROTC from San Jose State University march to the drum, faculty award winner Dr. Doug Carroll, Lowell Pratt, ROW 2 MIDDLE: The Board of Trustees, Provost James Woolever, Valedictorians Will Ireton ‘12 and Matthew Perham ‘12, ROW 3 MIDDLE: President James J. Kelly, Grand Marshall, Dorothy Skala ROW 4 MIDDLE: LEFT: Cameron Showecker ‘12 carried the Business Management banner, ABOVE: Alexandra Papa ‘12 carried the Psychology banner.

TOP LEFT: Guy Kawasaki, keynote speaker, ROW 2 LEFT: Charles “Chop” Keenan III ’66, Vice Chair, Board of Trustees, ROW 3 LEFT: John Rooke ’88 represented the Alumni Association.

ABOVE TOP: Dr. Julie Filizetti, Chair, Board of Trustees ROW 2: Ray Evangelista’12 carried the Professional Studies banner. ROW 3: Anthony Foster’12 carried the Mass Communication banner. ROW 4: Corie Thompson’12 carried the Liberal Arts banner. ROW 5: Philippos Tsandrides ’12 spoke on behalf of international students.
ROW 1: Congratulations to the Class of 2012
ROW 2: (left) Brandon Johnson '12, keynote speaker Guy Kawasaki, Hanna Malak ’12,
ROW 3: (left) Selinda Hauser ’12, Colin Berta ’02 played with the Prince Charles Jr. Pipe Band, Errol Tu’ufull’12 and Sean Villareal ’12 sang
the National Anthem, Alexandra Papa ’12, ROW 3: Michael Gault ’12, Djouka Emmanuelle Mpike Yvette Ayobiah ’12, Jonathan Ochoa ’12,
Roberto Lezama ’12
CONGRATULATIONS CLASS OF 2012!

Guy Kawasaki delivers the keynote speech at Commencement.