

# Leadership Lessons from the Trenches



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# Lessons from the Trenches



1

Ideas are easy,  
implementation is hard

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**2**

More OB, less Finance

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**3**

Use American Math

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- Costs \$1
- Sell for \$5
- Margin = 20%

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4

Everyone is a “product manager”

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**Power**

**Incoming  
students**

**Curriculum**

**Kona**

**X**

**Responsibility**

# 5

## Be brief

- One-page emails
- Twelve slides
- One hour meetings

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6

Make your boss look good

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7

Life's a niche

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**Unique ability  
to provide**

**Stupid**

**X**

**Dotcom**

**Price**

**Value to customer**

8

A players hire A players  
B players hire C players

9

Don't ask anyone to do something you wouldn't do

# Lessons from the Trenches



**10** Right and wrong are absolute

# Lessons from the Trenches



11

Karma counts