

Guy Kawasaki

1. What is Guy Kawasaki's role at Canva?

- A. CEO
- B. Chief Evangelist
- C. Marketing Director
- D. Product Manager

Answer: _____

2. Which of the following companies has Guy Kawasaki NOT worked for?

- A. Apple
- B. Google
- C. Mercedes Benz
- D. Microsoft

Answer: _____

3. What does Guy believe is the most important lesson in business?

- A. To innovate constantly
- B. To never ask people to do something you wouldn't do yourself
- C. To prioritize profit over everything
- D. To always be the smartest person in the room

Answer: _____

4. Guy Kawasaki's favorite subject in high school was:

- A. Mathematics
- B. English
- C. Football
- D. Science

Answer: _____

5. According to Guy, what are the two primary functions in business?

- A. Marketing and Sales
- B. Innovation and Management
- C. Making something and Selling it
- D. Product Development and Customer Service

Answer: _____

6. Guy Kawasaki's first job at Apple was as a:

- A. Software Engineer
- B. Software Evangelist
- C. Product Manager
- D. Marketing Specialist

Answer: _____

7. Guy Kawasaki mentions that dealing with _____ is a very important skill in sales.

- A. Money
- B. Technology
- C. Rejection
- D. Innovation

Answer: _____

****Written Response Questions****

8. Discuss how Guy Kawasaki's early educational choices impacted his career path. Reflect on the importance of making pivotal decisions during schooling.

9. Guy Kawasaki emphasizes learning from both positive and negative work experiences. Provide an example of how a negative experience can offer valuable lessons for future endeavors.

10. Reflect on Guy Kawasaki's advice to not overly stress about finding the perfect first job. How can embracing a variety of job experiences contribute to personal and professional growth?
