

NATIONAL BESTSELLER

Think
Remarkable

9 Paths to
Transform
Your Life
and Make a
Difference

GUY

Foreword by
JANE GOODALL

KAWASAKI

with MADISUN NUISMER

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WILEY

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To Gen Z. Your time has come.

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Foreword

When Guy asked me to write this foreword, my list of “to write” items was at twenty-one. I had just returned from Tanzania and Uganda. Before that, I was in Japan and South Korea. The next week I would be in Canada, the United States, and Brazil. And then I was due to be off to Spain and Switzerland, and finally back to LA.

So I really didn’t have time. But Guy is a friend, and because this book provides guidance that will help people find a way of living their lives in a world of increasing uncertainty and complexity, I said yes.

In fact, in the time since I agreed to his request, the state of things has grown even worse and more people are becoming depressed because of changing weather patterns, loss of species, and the horror of war.

In *Think Remarkable*, Guy discusses three qualities—growth, grit, and grace—that can help us adapt and survive in these tumultuous times. And he explores ways we can move toward a world changed for the better.

Clearly **Growth**, in the sense of adapting to rapid change and coping with new, difficult, and often unforeseen challenges, is important. On a planet with finite natural resources (already running out in some places) and growing populations of humans and livestock, we must change the way we conduct business, the way we grow our food, and so on.

Think Remarkable argues that we must develop a new mindset: to survive in this rapidly changing world, we must push ourselves to grow mentally, to find new ways of living our day-to-day lives, and to develop technology that will help us live in greater harmony with nature. We must grow emotionally and ethically so that we can cope with problems such as poverty, racism, and discrimination.

And for us to develop this new mindset we must have **Grit**: we must be able to endure. As climate and weather patterns change, animals and plants that cannot adapt or move to more suitable environments will gradually become extinct. With our highly developed intellect, we can find ways of adapting, but only if we have grit, the courage to tackle what at first seems overwhelming.

We must have the courage of our convictions to stand up to corporations and governments that put short-term profit above protecting the environment for future generations. One of my own reasons for hope is the resilience of nature. And this book clearly explains the principles that can help us to cultivate resilience, empowering us to stand steadfast, stay true to our values even when we are up against overwhelming odds.

We must take lessons from the resilience of Mother Nature. As I travel around the world, I have seen so many places that were once almost entirely destroyed as a result of human activity, but where—when given time and perhaps some help—nature has returned and plants and animals have been given another chance.

We too must learn to “withstand the slings and arrows of outrageous fortune.” And we must take courage from the amazing men and women who have accomplished what seems impossible and never given up despite being reviled or even imprisoned for their beliefs or their actions.

Finally, we come to the third quality that will help us survive: **Grace**. *Think Remarkable* lays out a framework for cultivating grace. In the world today there is so much divisiveness, discrimination, and conflict. Thus, the importance of graciousness—of understanding, empathy, and communal solidarity—cannot be overstated.

Nature’s ecosystems thrive on symbiotic relationships and so must we. Human societies and businesses must cultivate collaborative

relationships and work together to solve the multitudes of problems that seem to always be getting worse. So, argues Guy, we must foster relationships that are not only transactional but transformational.

Think Remarkable is not just a typical self-help narrative: it challenges us not only to improve our own individual lives but also to create a positive impact on the world around us. It makes a compelling case that each of us, equipped with growth, grit, and grace, can become catalysts for change.

The ideas presented within these pages are not merely aspirational; they suggest actionable steps that we can take to move us toward a more equitable and harmonious world.

As we confront the myriad challenges of our era—from social inequality to climate change, from loss of biodiversity to conflict and war—the suggestions laid out in *Think Remarkable* remind us of our shared responsibility to think, act, and live with purpose.

In these troubling, uncertain—and for some of us, desperate—times, it is imperative that we strive to work together. In other words, we must all live remarkably to make this a better, fairer, and happier world. And this book is a call for immediate action: the future of life on earth, including our own, depends on how we act now.

Jane Goodall, PhD, DBE
Founder of the Jane Goodall Institute and
UN Messenger of Peace

Introduction

What a wonderful thought it is that some of the best days of our lives haven't happened yet.

—Anne Frank

Think Different

In 1997 I was Apple's chief evangelist, and I was in the room when Lee Clow of Apple's advertising agency, Chiat\Day, presented the Think Different campaign to Steve Jobs.

There were perhaps ten marketing people in the meeting, and Lee's presentation took our breath away because it so perfectly captured the spirit of Macintosh and Apple.

Here's to the crazy ones, the misfits, the rebels, the troublemakers, the round pegs in the square holes . . . the ones who see things differently—they're not fond of rules You can quote them, disagree with them, glorify or vilify them, but the only thing you can't do is ignore them because they change things . . . they push the human race forward, and while some may see them as the crazy ones, we see genius, because the ones who are crazy enough to think that they can change the world, are the ones who do.

—*Ad copy of Think Different*



Figure I.1 Poster from Apple’s Think Different campaign which featured photos of Pablo Picasso, Albert Einstein, Martha Graham, Nelson Mandela, Amelia Earhart, and other remarkable people, 1997.

(Source: Nate Kawasaki)

Back then, Apple wasn’t doing well. In fact, most of the pundits predicted that Apple would soon go bankrupt. Michael Dell (yes, that “Dell”) even suggested that Apple return its cash to shareholders and close up shop. Sticking with Apple in those days was an act of faith and thinking differently.

To massively state the obvious, Michael Dell and the pundits were wrong. The Think Different campaign and the iMac line of Macintoshes rekindled the flame and saved Apple. The turnaround that Steve engineered was remarkable, and Apple became the most valuable company in history.

It’s been a few decades since that meeting. The world has come a long way, but many problems still exist, new challenges have arisen, and much work remains to be done. However, there are also great opportunities. Now it’s necessary to go beyond “think different” and go all the way to “think remarkable” to transform your life and the world.

The Big Picture

Suppose someone who is twice your age and holds a powerful political office tries to humiliate you. His reason was that you took offense to his insight on who needs abortions. Let's start with the words Congressman Matt Gaetz spoke in July 2022 at the Turning Point USA Student Action Summit:

Why is it that the women with the least likelihood of getting pregnant are the ones most worried about having abortions? Nobody wants to impregnate you if you look like a thumb.

He offended many people with his statement. Among them was Olivia Julianna. She is a “queer, plus size, Latina activist” in her twenties, and she fired off a tweet in response:

It's come to my attention that Matt Gaetz—alleged pedophile—has said that it's always the “odious . . . 5'2 350 pound” women that “nobody wants to impregnate” who rally for abortion. I'm actually 5'11. 6'4 in heels. I wear them so the small men like you are reminded of your place.

Gaetz returned fire with of photo of Julianna with a tweet that said, “Dander raised.” Olivia then turned the controversy into a fund-raising effort for abortion rights that raised \$2.5 million.

She is a beacon to Gen Z and is leading the transition of power to the next generation alongside others such as Malala Yousafzai, David Hogg, Greta Thunberg, and Maxwell Frost.

The goal of this book is to help you make a difference, just like Julianna. First, let's define what being remarkable means. It does not mean amassing wealth, power, or fame. There are people who have done this and are not remarkable. And there are people who haven't and are.

In my book, being remarkable means you are making a difference and making the world a better place. However, you are not competing with Olivia, Jane Goodall, or Steve Jobs—although I won't dissuade

you if that's your goal. Just know that it's enough to improve one life (even your own), one organization, one habitat, or one classroom.

Being remarkable also means you are a good person—people use words such as empathetic, honest, and compassionate to describe you. If offered the chance, they would love to join your *ohana*, the Hawaiian word for the community of people who support and care for you.

I can provide the roadmap, along with some inspirational examples, but only you can do the work. Being remarkable is neither innate nor conferred—if it were, you wouldn't need this book.

Sources

I used two sources of information and inspiration to write this book. The first source is several hundred remarkable people. Although they were not necessarily wealthy, powerful, or famous, they all made the world a better place. They personify empathy, resilience, creativity, and grace.

They were guests on my podcast, *Remarkable People*, and include people such as Olivia, Jane Goodall, Stacey Abrams, Mark Rober, Carol Dweck, Ken Robinson, Steve Wozniak, Margaret Atwood, Julia Cameron, Temple Grandin, and Bob Cialdini, to name a few.

The second source is my firsthand experiences. I've been the chief evangelist of Apple and Canva, worked for Google and Mercedes-Benz, and started three companies. All told, I've been a son, father, husband, "uncle," brother, evangelist, entrepreneur, investor, author, speaker, podcaster, mentor, ATM, and Wikipedia trustee.

Structure

Twenty-volume folios will never make a revolution. It's the little pocket pamphlets that are to be feared.

—Voltaire

Nonfiction books tend to be a vast morass of 300-page tomes that extol one idea. I should know—I've written several of them. In this book, however, less is more, so it is as succinct as possible. There are three *parts*:

• Growth	Build Your Foundation
• Grit	Implement Your Aspirations
• Grace	Uplift and Inspire

Growth, grit, and grace are necessary to make a difference. I present them in approximate sequential order, but becoming remarkable isn't necessarily linear. Feel free to jump around the book as your needs dictate.

Each part of this book consists of three *chapters*. Each chapter, in turn, contains *sections* that explain methods for achieving the chapter's objective. Each section begins with an assessment of who can use the section's ideas.

I mention dozens of individuals in this book. It's unlikely that you will recognize everyone. To help you identify them, there is a "List of Profiles" at the end of this book.

In summary, utilizing a few real-world examples, circa 2023, *Think Remarkable* is:

- *The Elements of Style*, not *The Chicago Manual of Style*
- Tinder, not eHarmony
- TikTok, not TED

Let's Do This!

Making a difference and being remarkable are not easy, but you won't regret trying. When you make a difference and are remarkable, you live a life that matters, reflects your best self, and inspires others to be remarkable as well.

One last subtle but critical point. The remarkable people I interviewed did not decide one day to be remarkable and then dedicate their life to this goal. Their motivation was outward focused and tactical: save a species, rise from poverty, invent a cool device, save democracy, and the like.

In pursuing these kinds of goals, they became remarkable, but "becoming remarkable" wasn't their objective. This book isn't about how to "repackage," "rebrand," or "reposition" yourself.

My message is simple: If you do remarkable things and make a difference, people will call you remarkable. In fact, you couldn't stop them if you tried. So let's get started.

Guy Kawasaki
Santa Cruz, California 2023

There's one more story inside the story of Lee Clow showing us the Think Different campaign. At the end of the meeting, he said to Steve, "I have two copies of these ads. I'll give one to you and one to Guy."

Steve, as only Steve would, responded, "Don't give Guy a copy. Just give me a copy."

For me, this was a man-or-mouse moment that you don't want to look back on and think, "Why did I wimp out?"

So I didn't. Right then and there, in front of everyone, I came back with, "Don't you trust me, Steve?"

And he came back with, "I don't."

And I came back with, "That's okay, Steve, because I don't trust you either."

That probably cost me a few million dollars in stock options, but it was worth it.

STAGE

1

Growth—Build
a Foundation

