

RULES FOR RENEGADES

How to Make More Money, Rock Your Career and Revel in Your Individuality

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CHRISTINE COMAFORD-LYNCH is founder and CEO of Mighty Ventures, her own business accelerator firm. She is a serial entrepreneur having started and led five successful businesses (First Professional Bank, Kuvera Associates, Corporate Computing, planetU and Artemis Ventures) all of which were either acquired or taken public. In addition to having 20 years experience in operational high-tech positions with Microsoft, Lotus, Adobe and Apple, Ms. Comaford-Lynch has published more than 300 articles and given over 400 speeches including keynotes. She is quoted regularly as an industry speaker and pundit in *The Wall Street Journal*, *Fortune*, *Forbes* and other business publications. Ms. Comaford-Lynch has no high school diploma and has never attended any college or university. She has, however, secured over \$250 million in venture financing, IPOs, and acquisitions over the past four years and has a personal track record of over 700% gains on the startups she founded, ran, and invested in. She has also consulted with the White House on tech and small business strategies.

The Web site for this book is at www.RulesForRenegades.com.

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MAIN IDEA

There's really no point doing the same thing as everyone else when it comes to business. If you're looking for a bit of exhilaration and a genuine adrenaline rush, consider becoming a business renegade instead. Step outside the cookie-cutter mold and inject more of your own personality and values into what you're trying to achieve in your career. There's money to be made in business if you become a renegade whether you strike out and become an entrepreneur or remain an intrapreneur in someone else's company.

Renegades bring to their careers a level of passion and commitment which is awe inspiring. Renegades also cut through the rules which stop everyone else from getting things done and build something great. They have fun while at the same time do some very impressive things. If you genuinely want to get ahead of the pack, don't try and fit in. Stand out. Do things that resonate with your desire to achieve awesome things rather than ticking the boxes and waiting patiently until you retire before you give yourself permission to enjoy life.

In short, rock your career by embracing the way of the renegade. If all else fails, at least you'll have a lot more fun.

Ten Rules for Business Renegades

- ▶ **1** Since everything's an illusion anyway, why not pick one that's empowering? Page 1
Since reality is actually just an illusion you create in your own mind, develop a reality which is positive and upbeat rather than one which is timid and weak. Renegades take charge and create great realities for themselves and for their companies.
- ▶ **2** An MBA might be optional but it's essential you have a GSD – Get's Stuff Done. Page 2
Renegades know business is a meritocracy where results count far more than credentials. They realize business success has more to do with delivering consistent high-quality results than it does with collecting the right pieces of paper from colleges.
- ▶ **3** Welcome really painful problems – they get people to open their wallets. Pages 2 - 3
Pay attention whenever someone describes a problem they're having. Renegades know this is the most fertile breeding ground for new companies which offer robust solutions. People will always open their wallets to get pain removed.
- ▶ **4** Build your own power and prestige – rather than borrowing someone else's. Page 4
Renegades don't define themselves by their job titles or by comparison with others. Instead, you need to build power every day by stretching to become a better person. If you become the best you can be, that will generate genuine staying power.
- ▶ **5** Get good at handling failure – because you're going to get lots of practice. Page 5
Renegades realize when they grab for opportunities, sometimes they will fail big. That's all part of the risk-reward relationship. If you genuinely want to achieve, you have to play to win, not merely play to avoid losing.
- ▶ **6** Learn how to network – so you can create some genuinely great joint ventures. Page 5
Renegades love networking because this is the ideal way to build relationships. In the end, it's those relationships which end up making your career and your life interesting and worthwhile. Find people to work with and then look for tangible ways to contribute.
- ▶ **7** Don't look for someone else to follow – take full responsibility for your own life. Page 6
Renegades don't look for a guru to follow. Instead, they lead out. If you want to achieve great things, get used to acting as the CEO of your life. Channel your negative emotions in the right direction and assume full responsibility for whatever happens.
- ▶ **8** Never stop working on capital acquisition – how to fund your plans. Page 7
To a renegade, being CEO means they are the Cash Extraction Officer for their business. You should always be deeply concerned about finding the cash and resources you'll need to make things happen. This is a make-it-or-break-it detail.
- ▶ **9** Resign as general manager of the universe – and do just the stuff you love. Page 8
If you worry about everything, you're going to get burned out. Renegades are aware of that. They make a deliberate decision to slow down and smell the flowers now and then. You should do likewise on a regular basis.
- ▶ **10** Find meaningful ways to give something back – you'll feel better for it. Page 8
Renegades actively give something back. If you want to achieve greatness, find tangible ways to contribute to society. The universe will always reciprocate in kind so don't be stingy with your time and your resources. You'll be happier that way.

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