



## Christine Comaford-Lynch's **RULES FOR RENEGADES**

### **Rule 1: Everything's an Illusion, So Pick One That's Empowering**

“Until you've learned to ignore your inner critic, your fears will feel like reality, not illusion. Anyone can fall into this trap. Act it until you ARE it. Act as if you know how to be a CEO, act as if you've already received the promotion when you pitch your boss for it; it will help you transcend the fear and self-doubt inherent in taking a career leap.”

### **Rule 2: Forget an MBA, Get a GSD**

“Being successful has nothing to do with collecting the right pieces of paper from the right college. Sure, there is great benefit in a good education, but your GSD – your ability to “Get Stuff Done” – is what counts in the real world. It's all about results.”

### **Rule 3: Problems + Pain = Profit**

“The world is imperfect. That's the good news. Every day new messes are created that require someone to come in and clean them up. Opportunities are all around you. Learn to listen to someone who's in “business pain.” Diagnose that pain first. Then make sure the pain is perceived as a problem that needs a solution. People only pay to remove painful problems.”

### **Rule 4: Will You Date, Borrow, or Build Power?**

“One thing that stuck with me from dating Bill Gates and Larry Ellison was their supreme confidence, their certainty that they'd achieve what they set out to do. Their ability to control their worlds, to influence outcomes – that's what power came to mean to me. Power isn't something that's bestowed on a person due to wealth or position, it comes from that inner confidence. So many people seek power from association. They borrow power instead of build it for themselves. Are you borrowing power or building it? Here's how to tell: if you feel challenged, if you feel like you're growing and learning and stretching all day, if you are acquiring new skills, trying to be the best YOU possible, you're building power.”

### **Rule 5: Rock Rejection and Finesse Failure**

“If you fail, fail *forward*. Extract the lessons from the so-called failure. Find the upside of agony. Get something out of it! Then retrench to regain your strength and clarity. If you're obsessing, start something positive like a new hobby, a fun class, or do some volunteer work. Second, make a list of your great qualities. It sounds hokey, but understanding your strengths help you identify what to do next. Finally, throw a Rejection Party to start desensitizing yourself.”

— *continued*

**Rule 6: Learn to Love Networking**

“Don’t think in terms of connecting with people to get what you want. Think about how you can help them. Building emotional equity is more valuable and satisfying. The more you help people get what they want, the more they’ll help you. Have fun – host a Schmoozfest.”

**Rule 7: Only You Can Lead Your Life**

“When you’re with a real leader and you know he or she is being straight with you, you’ll follow that person through jungles rife with savage beasts. As a leader, hire people smarter than you. This takes guts. You will also need to constantly course-correct (both yourself and your team), foster collaboration, and be prepared to say it and then DO it.”

**Rule 8: Work Your Money Mojo**

“Whether you’re the CEO of a start-up raising money to fund your dream or an intreprenuer CEO lobbying for internal funding, CEO means *Cash Extraction Officer*. How much funding do you need? From whom? On what terms? Want to know how to get the most money from the best financiers on preferred terms? There’s a specific way to extract cash. You need to know it.”

**Rule 9: Resign as General Manager of the Universe**

“Whether you’ve discovered your gifts – and your gaps – early or late, you’ll want to have someone else to do the stuff you’re not good at. This is tough when you’re a control freak or are accustomed to being in charge, or when you think your way is the best way. But it’s the only way to avoid burnout.”

**Rule 10: Don’t Just Do Something, Stand There**

“To persevere in the face of overwhelming odds, you first need the inner strength that comes from knowing that no matter what happens, you’ll still have YOU. For this, you have to locate your unshakeable core, you have to decide what your boundaries are, what you will and won’t put up with, what your source of inner strength is.”

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