7 LESSONS TO LEARN FROM MACHIAVELLI FOR INNOVATORS

1 ACCUSATA / SCUSATA

Macchiaveli's „accusata / scusata" is typically interpreted as „the end justifies the means." It basically means that what accuses you also excuses you. A leader must have a clear eye on the goal and be willing to take the necessary steps towards it.

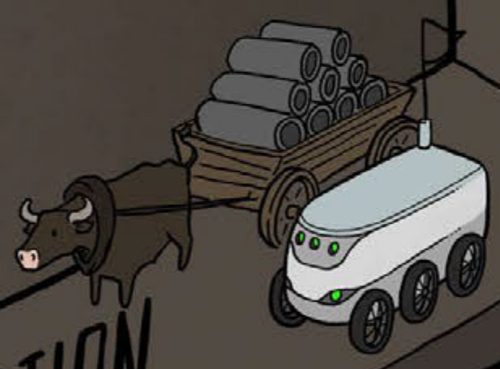
2 LEADERS

„The first method for estimating the intelligence of a ruler is to look at the men he has around him" Machiavelli emphasizes. It is important to exert outmost care in selecting one's team members. Also, a leader has to beware of bootlickers: „There is no other way to guard yourself against flattery than by making men understand that telling you the truth will not offend you."

4 FOXINESS

„It is necessary to be a fox to discover the snares and a lion to terrify the wolves." A good leader knows how to conceal his foxiness as well as how to appear good (but also knows how to be evil).

3 ADAPTION



„Whosoever desires constant success must change his conduct with the times." It is no good to always bet on the same horse. One must be able to adapt his strategies according to the challenges that arise.

6 RISKS

„All courses of action are risky, so prudence is not in avoiding danger, but calculating risk and acting decisively." Nobody can avoid the risks, but prepare and act quickly when the situation demands it.

5 OBSTACLES

„Entrepreneurs are simply those who understand that there is little difference between obstacle and opportunity and are able to turn both to their advantage." Successful leaders discern potential where others see impediment.

7 CRUSH

„Men ought to either be caressed or crushed." If you can not get individual people behind your team vision, you must ensure that they do not endanger your work.

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