

Be more pirate

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Short Summary

Be More Pirate by Sam Conniff Allende was recommended to help me understand how to be more effective in a role with no directs.

So..... most people have an assumption that pirates are nasty people. Hook off the movie Hook about Peter Pan is the most I know about pirates. But.... this book begs to differ!

High level notes are below:

Apparently pirates are opportunistic, fair, diverse and loyal, they look out for each other.

There are modern pirates as well including Elon Musk, Banksy and Malala.

These are the things that make up a pirate.

1. Rebel – draw strength by standing up to the status quo
2. Rewrite – bend break and rewrite the rules
3. Reorganise – collaborate to achieve scale, rather than growth
4. Redistribute – fight for fairness, share power and make an enemy of exploitation
5. Retell – weaponize your story, then tell the hell out of it

Pirate code 2.0 is as follows:

1. Steal like an artist
 2. Make shit up
 3. Business plans are dead
 4. Make the citizen shift
 5. Take happiness seriously
 6. Adopt the new work manifesto
 7. Embrace diversity to raise your game
 8. Create your code: Adoption and adaption
 9. Written in blood
- a. Whoever shall break the code buys coffee every morning for everyone else for a week

- b. Whoever contravenes this code will be paid a week late
 - c. Whoever lets down the crew in the upkeep of this code dress up in any outfit that the crew find suitably amusing and post it on all their social media feeds
 - d. The one who breaks the code has to take the other one to lunch anywhere they so choose
10. It is as blessing indeed for a man to have a hand in determining his own fate – Edward teach aka blackboard
 11. Which three articles would you be willing to live by

So what

The key takeaways for me from this book are:

1. Push the boundaries and the rules.... for good reason
2. Be fair to everyone
3. Take happiness seriously - I like this one. I think I'm old enough for this to be important to me.

[Detailed Summary](#)

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Part 1 - Ctrl.Alt.Delete Pirate

1. Here be dragons
 - a. New horizons new heroes
 - b. Forget everything you thought you knew about pirate
 - c. Black flags
 - d. Fortune favours the brave
 - i. Rebel – draw strength by standing up to the status quo
 - ii. Rewrite – bend break and rewrite the rules
 - iii. Reorganise – collaborate to achieve scale, rather than growth
 - iv. Redistribute – fight for fairness, share power and make an enemy of exploitation
 - v. Retell – weaponize your story, then tell the hell out of it
2. Enemies of humanity
 - a. There are pirates and then there are gold age pirates
 - b. Pirates vs civilisation match report
 - c. No prey no pay in the fight for fairness
 - d. Checks and balances protect what's precious
 - e. One pirate one vote more participative than Pericles
 - f. Payouts and peg legs no pirate left behind
 - g. Seventeenth-century cocktail anyone?
 - h. Brave new worlds
 - i. Pirate state of mind
 - i. Pirates challenge the establishment authority and ownership of new ideas
 - ii. Pirates innovate at the margins, free from the order of the ordinary
 - iii. Pirates incubate their ideas in an intensive, open space environment
 - iv. Pirates have a dual focus: fortune then fairness
 - v. Pirates acute focus on micro needs inadvertently create macro solutions
 - vi. Pirates tell their story at scale through their use of subversive tactics
 - vii. Eat sleep pirate repeat
 - j. What holds you back in life
3. Pirate chronicles
 - a. Timeline of pirate activity

Part 2 – Making a pirate

4. Rebels with a cause
 - a. Being a rebel is as big a deal as it sounds
 - b. Holding out for a hero
 - c. From golden age pirates to pirate radio to the pirate bay
 - d. Twenty first century new world
 - e. A modern pirate called Malala
 - f. When did you first stand up to power
5. Rewrite your rules
 - a. Mutiny and the bounty
 - b. Break the biggest rule you know: the remarkable tale of anne bonny and mary read
 - c. The tall tales of captain elon musk
 - i. When something is important enough, you do it even when the odds are not in your favour – Elon Musk

- ii. Build sports car
 - iii. Use that money to build an affordable car
 - iv. Use that money to build an even more affordable car
 - v. Whilst doing the above also provide zero emission electric power generation options
 - vi. Don't tell anyone
- d. The fine art of the remix
- e. A very modern mutiny
 - i. The greatest crimes in the world are not committed by people breaking the rules but by people following the rules – Banksy
- f. If you could break any rule what would it be and how would you remake it?
- 6. Reorganise yourself – or how to collaborate to achieve scale rather than growth
 - a. Butterfly wings in boxing gloves
 - b. Pirate ships were fairer and more diverse than anywhere you've ever worked
 - c. Pirates were agile before agile was a thing
 - d. Problems become solutions for pirates
 - e. Dead ahead
 - f. Who out there would you most like to take down?
- 7. Redistribute power – or how to fight for fairness and make enemies of exploitation
 - a. Fierce fairness
 - b. Pioneers of power sharing
 - c. Social enterprise: undercover pirates
 - d. Pirates in a sea of waste
 - e. What principles, values or ideals are willing to fight for
- 8. Retell tall tales – Or how to weaponize stories and tell the hell out of them
 - a. Dead men tell no tales
 - b. The baddest beard of all
 - c. Blackbeard three rules of branding
 - i. Rule 1 – find the singular message and make it unignorable
 - ii. Rule 2 – Don't just live the brand, be the brand
 - iii. Rule 3- protect your reputation; give people something to gossip about
 - d. Well told stories
 - e. The remarkable tale of Daryl Davis
 - f. Speak softly but carry a big can of paint
 - g. Who is the scariest most difficult controversial or provocative audience for your story
- 9. By the numbers
 - a. Numbers associated with pirates

Part 3 – The pirate code

- 10. Original pirate material
 - a. Lock down your aerial
 - b. Deep trust is the basis for everything
 - c. Enshrine your essentials and learn from your mistakes
 - d. Go hard on your values and don't forget the brand
 - e. From codes to cooperatives
 - i. Voluntary and open membership – everyone is welcome to join the alternative society
 - ii. Democratic member control – everyone gets a fair say

- iii. Member economic participation – everyone gets a fair share
 - iv. Autonomy and independence – free from authority, controlled by their members
 - v. Education and training – everyone is encouraged to work effectively together
 - vi. Cooperation amongst cooperatives – scale is achieved through their network
 - vii. Concern for the community – everyone is looked after
- f. The point of the whole thing

11. The pirate code 2.0

- a. Steal like an artist
- b. Make shit up
- c. Business plans are dead
- d. Make the citizen shift
- e. Take happiness seriously
- f. Adopt the new work manifesto
- g. Embrace diversity to raise your game
- h. Create your code: Adoption and adaptation
- i. Written in blood
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- k. Which three articles would you be willing to live by
- l.

12. The call

- a. Be more you
- b. Execute you rdoubts like the traitors they are
- c. Compound imagination
- d. Pirates assemble

13. The priate list

- a.