

WHAT STEVE JOBS TOLD NOBODY



THE CELEBRATED LEADERSHIP QUALITIES



JOB'S KEY TO SUCCESSES



IN THE APRIL 2012 HARVARD BUSINESS REVIEW, BIOGRAPHER WALTER ISAACSON SUMMARISES THE KEYS TO **JOBS'** SUCCESS:

- ▶ FOCUS
- ▶ SIMPLIFY
- ▶ TAKE RESPONSIBILITY END TO END
- ▶ **WHEN BEHIND, LEAPFROG**
- ▶ PUT PRODUCTS BEFORE PROFITS
- ▶ **DON'T BE A SLAVE TO FOCUS GROUPS**
- ▶ BEND REALITY
- ▶ **IMPUTE**
- ▶ PUSH FOR PERFECTION
- ▶ **TOLERATE ONLY "A" PLAYERS**
- ▶ ENGAGE FACE-TO-FACE
- ▶ **KNOW BOTH THE BIG PICTURE AND THE DETAILS**
- ▶ COMBINE THE HUMANITIES WITH THE SCIENCES
- ▶ **STAY HUNGRY, STAY FOOLISH**

WHAT DOES STEVE SAY?



THIS HAS TO BE THE TRUTH

**"THE TWO MOST IMPORTANT
FUNCTIONS OF A BUSINESS ARE
INNOVATION AND MARKETING"**

PETER DRUCKER

YA RIGHT!

**“MARKETING IS WHEN YOU DON'T HAVE
VALUE TO PROVIDE”**

**“INNOVATION IS SIMPLY CONNECTING
THINGS. WHATS THE BIG DEAL”**

STEVE JOBS



MENTAL TOUGHNESS IS INVALUABLE

**HBR'S
10
MUST
READS**

BONUS ARTICLE

An interview with
Martin E.P. Seligman

On Mental Toughness

STEVE JOBS

**INSECURE
ACID-DROPPING
HIPPIE KID
HIGHLY SELFISH
CRIED AT THE DROP OF A HAT
NARROW MINDED
AND NARROW FOCUSED
BRAT WHO COULD DROP ALL HIS BELIEFS IF IN
AN INSTANT**

JEFF GOODELL INTERVIEWED STEVE JOBS FROM 1980-2011

OK THE LEAST WE AGREE IS HE WAS A DESIGNER



EMPATHIZE

FOUNDATION OF A HUMAN-CENTERED DESIGN PROCESS NECESSARY TO OBSERVE, ENGAGE AND IMMERSE.



DEFINE

EMPATHY FINDINGS ARE UNPACKED AND SYNTHESIZED INTO COMPELLING NEEDS AND INSIGHTS



IDEATE

MODE DURING THE DESIGN PROCESS IN WHICH THE FOCUS LIES ON IDEA GENERATION



PROTOTYPE

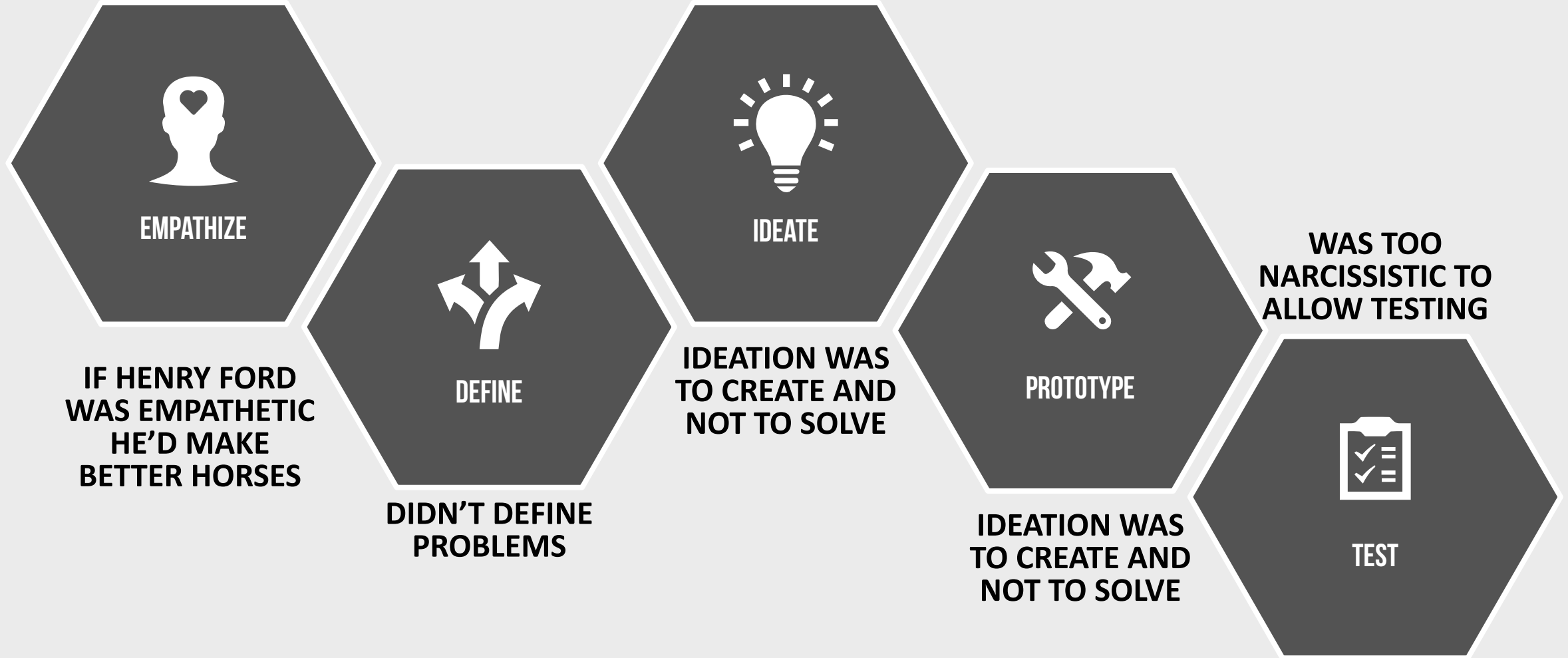
GETTING IDEAS AND EXPLORATIONS OUT OF THE HEAD INTO THE PHYSICAL WORLD



TEST

CHANCE TO REFINE AND IMPROVE SOLUTIONS

THE DESIGN PARADOX OF STEVE JOBS



THE PARADOX OF NOT BEING STEVE JOBS

MANAGEMENT
SCIENCE



BELIEVE

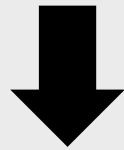


OPPOSITE
VIEW

ACCEPTABLE
TENETS



LEADERSHIP

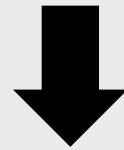


I'LL DO IT ANYHOW
FEEL FREE TO DISLIKE ME

RESEARCHED
ACADEMICS



LOGIC



BUT THIS IS WHAT I
SAY

VALUES



TRANSPARENT



I AM INSECURED
SO I AM SECRETIVE

EXPLOIT



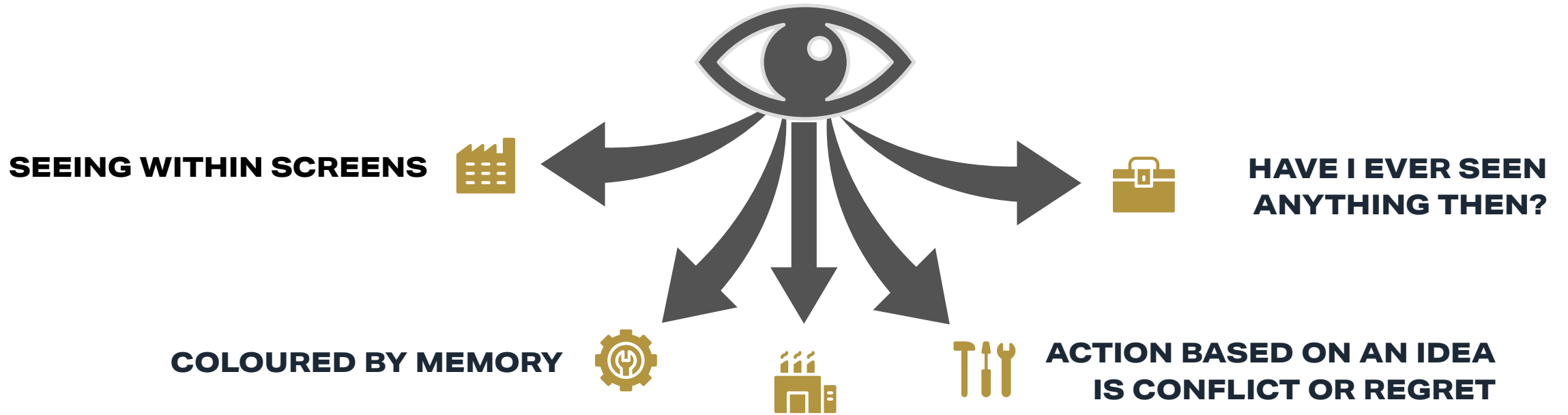
LONGEVITY



DISRUPT
THYSELF

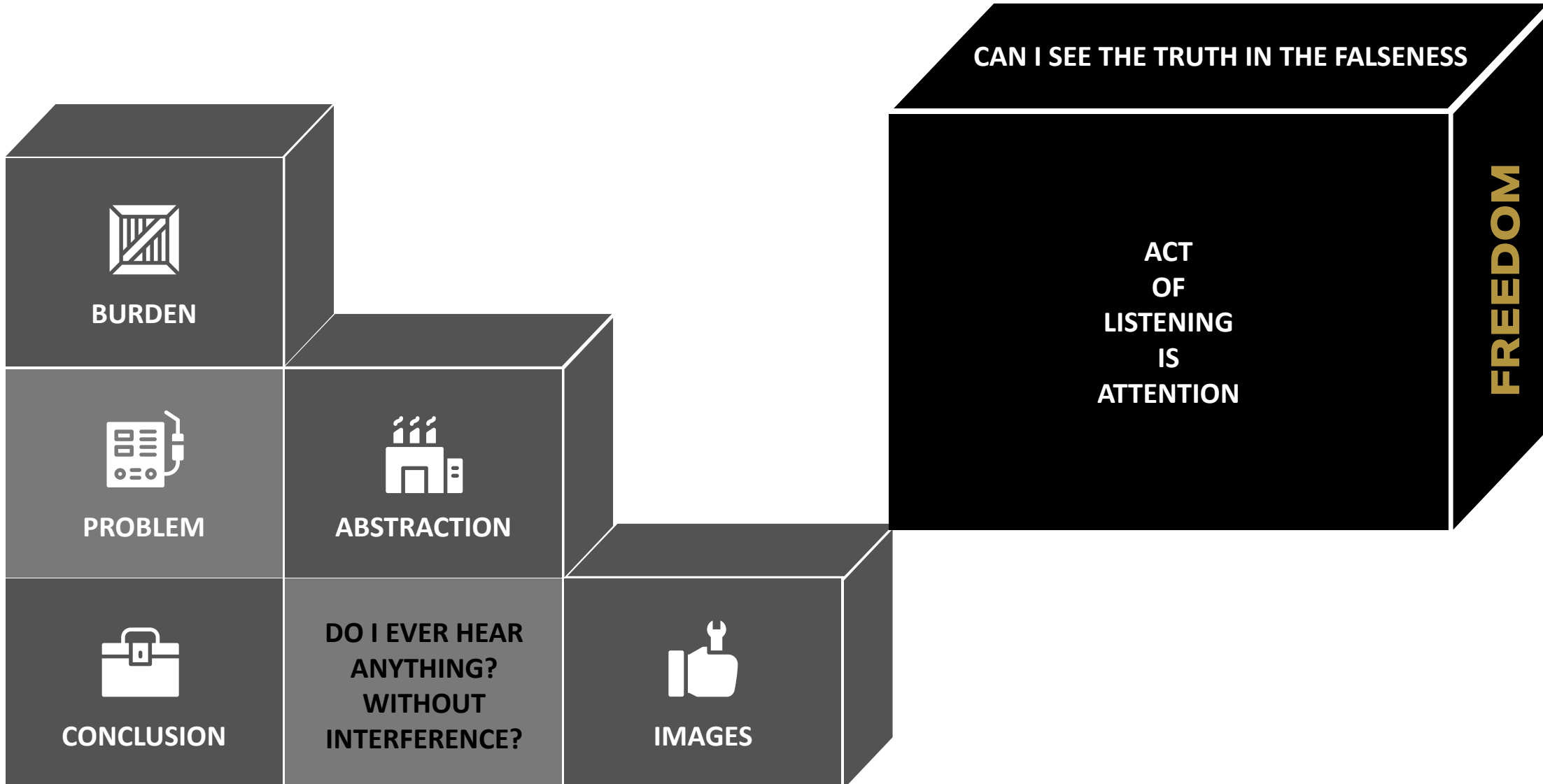
SEEING. LISTENING. LEARNING.

WHAT DO YOU SEE?

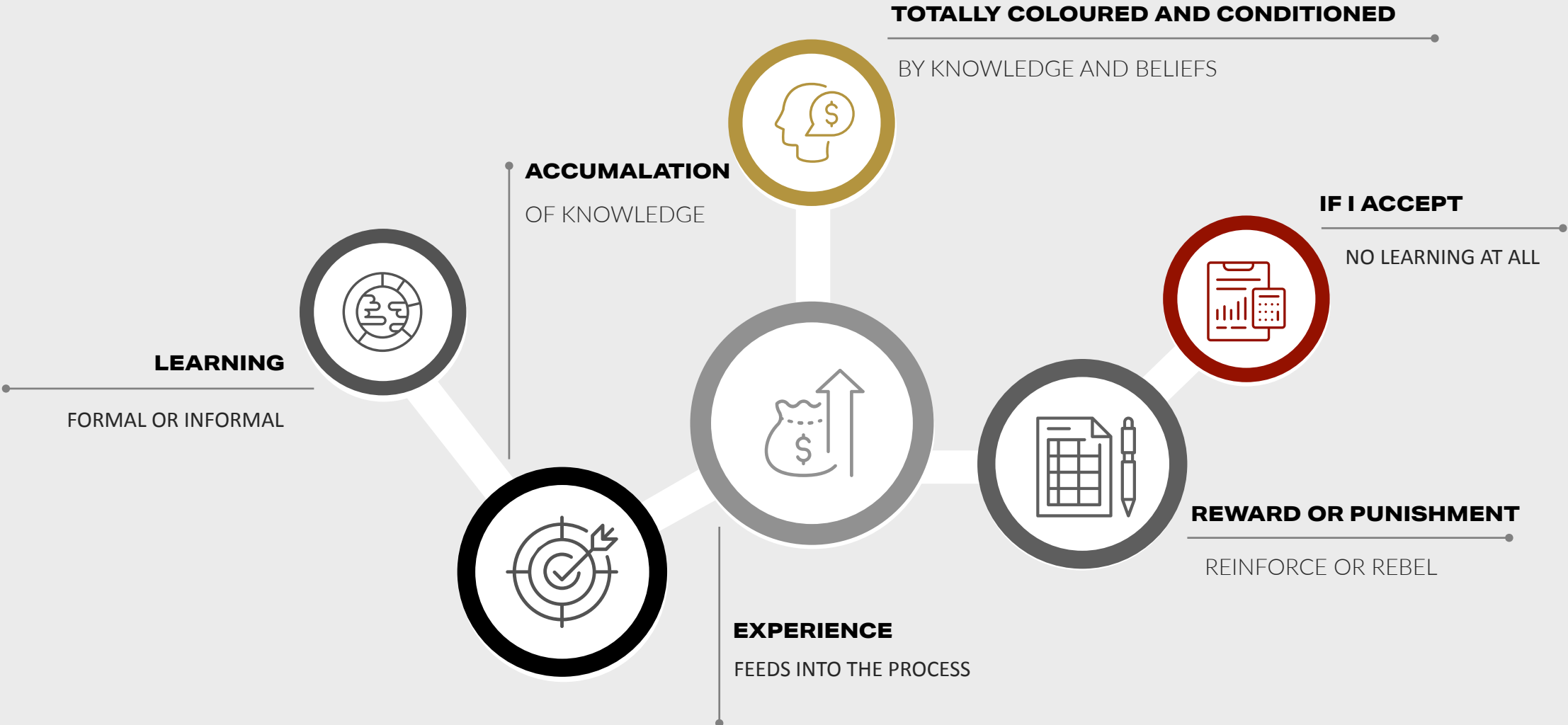


**THEN AM I SEEING
OR AM I REPEATING**

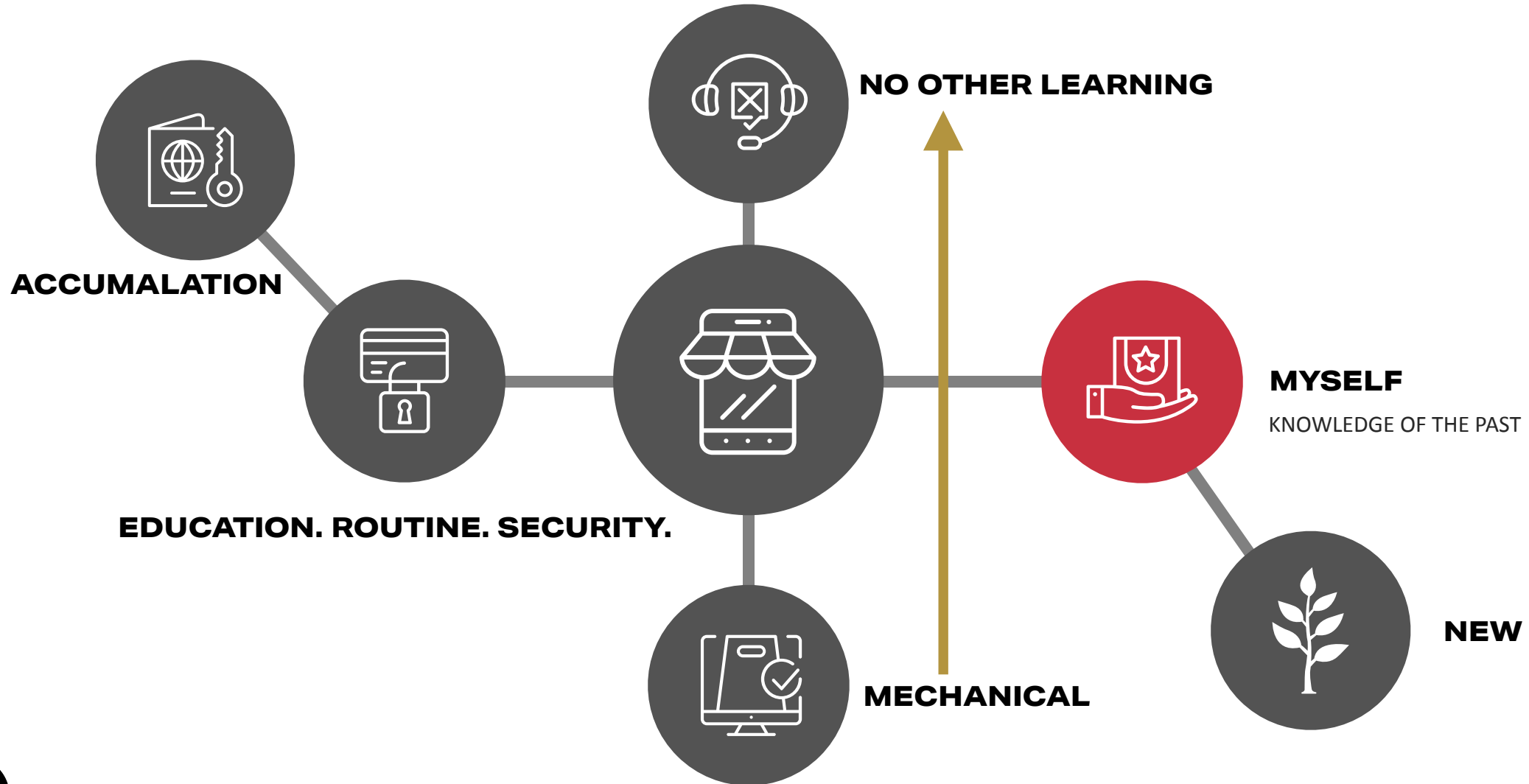
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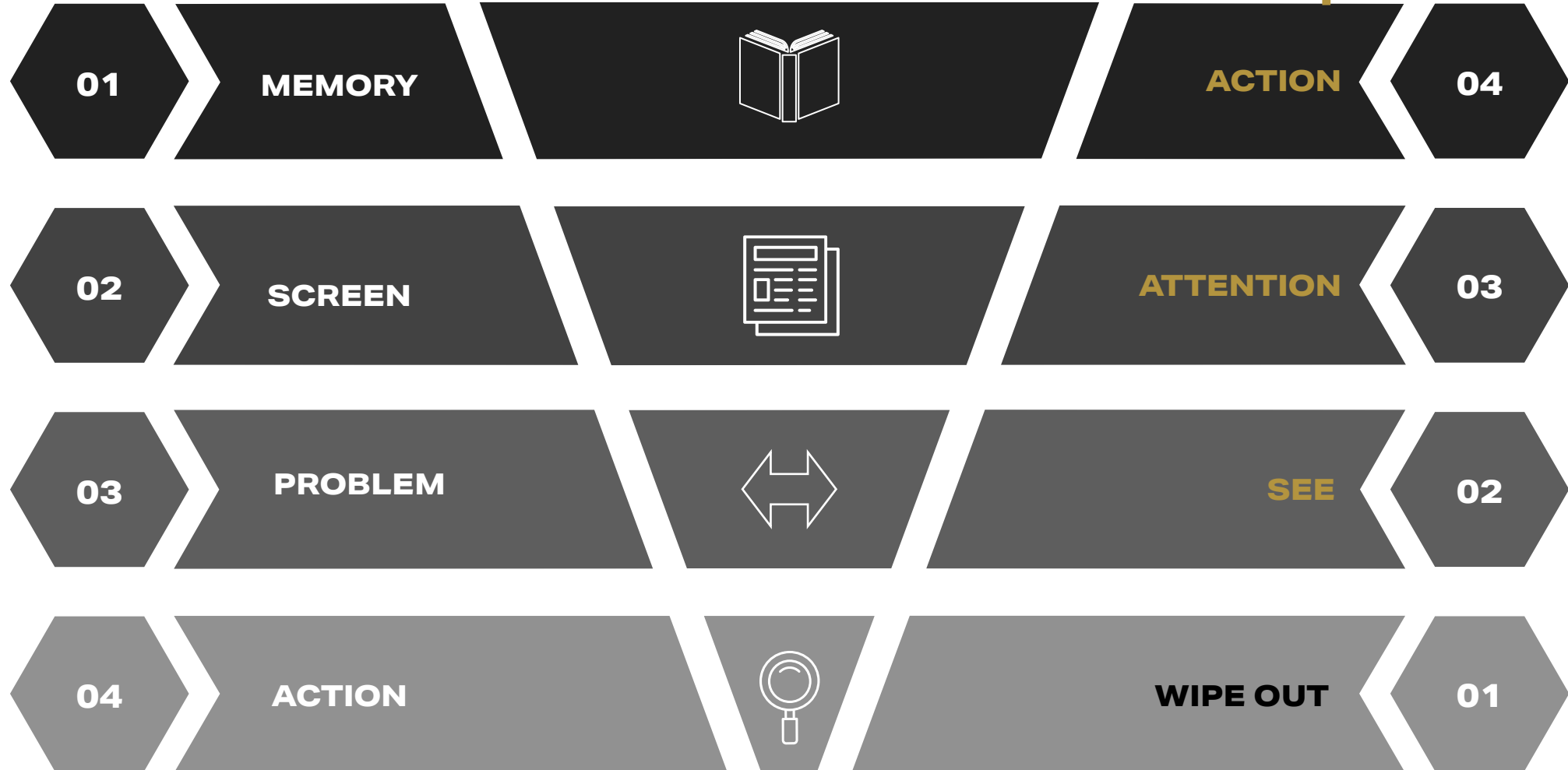


IS THERE ANOTHER KIND OF LEARNING



OBSERVING OUT OF SILENCE

IS OBSERVING WITHOUT THE INTERFERENCE OF THE PAST



PRINCIPLES OF CREATION

MICRO : MACRO

W

WHOLE BEING

APPLE. PIXAR. NEXT.

H

HAS NO FIXED OPTIMUM

BETTER. & DISRUPT.

A

ACKNOWLEDGES DISEQUILIBRIUMS

SEE. LISTEN. LEARN.

T

TOTAL ATTENTION

S

SHIFTS THE GAME

HUMAN CONNECTION

H

HONOUR ERRORS & KEEPS GOING

NO GIVING UP

I

IS A CONTROLLER FROM THE BACK

PUSH FACTOR

T

TRANSFORMATIVE COLLABORATOR

PULL FACTOR

WHAT STEVE JOBS TOLD NOBODY

