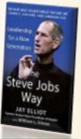




THE STEVE JOBS WAY: Leadership for a New Generation

by Jay Elliot



Overview

The author knew Steve Jobs personally over many years, being a close confidante to Steve. This book details Jobs' working style, and offers practical methods to implement his style into your own career or organization. Always imbuing an extreme sense of passion into a product, focusing on seemingly unimportant details, and creating a group of pirates instead of corporate stooges, is a recipe for success directly stemming from Jobs' personality.

"Steve is in a class by himself."

Introduction

Steve Jobs had a global impact so profound that upon his death, Apple customers – connected to Jobs merely by his products – left flowers outside Apple stores worldwide. Steve always headed Apple as if it were a start-up, emphasizing *"convenience, time-saving, and pleasure."* Jay Elliot, the author, first met Steve in a restaurant. Steve, described as a *"hippie-looking 20-something in jeans and sneakers,"* offered Elliot a position at Apple, but Elliot respectfully declined. Elliot discovered Steve's role as an *"ultimate consumer"*: someone who inserts what *he* wants into the invention of a product. When told to leave Apple and realize his dream on his own, Steve did just that, taking Elliot, his *"sidekick, mentor, and graybeard,"* with him.

Part 1. Product Czar

"Visionaries are able to create great art of great products because their work isn't 9-to-5."

Passion for the Product

A company requires a leader with passion, who in turn instills passion amongst his employees. Jobs' zeal for product perfection initially drove some leaders at Apple away. Jobs then formed his own internal team to develop a rival computer: the Macintosh. Instead of dwelling on negativity, Jobs focused on bringing

inspiration to his team, hiring "high achievers" and refusing to accept objections. Meanwhile, Jay Elliot continued to serve as an advisor to Jobs, both bouncing ideas off one another and helping keep each other calm in times of tension.

Apple cofounder, Steve Wozniak (Woz) was quite different from Jobs with his more modest personality and technical knowledge. While Jobs' computer skills paled in comparison to those of Woz, Jobs still became known as an *"astute technowizard"* because of his meticulousness. Jobs' passion was not limited to the product; he obsessed over the sense of convenience, elegance, and power in the hand of the consumer.

Success Is in the Details

Jobs emphasized simplicity, which, in turn, shifted the focus towards *users* rather than *products*. He investigated the full user experience, from opening the package to lifting the product out of the box. To Jobs, products should be so ingeniously simple that you should be able to use it without reading the manual.

Despite his developers voicing concerns about volume control and other functionality, Jobs demanded that they design the first iPhone with only 1 button. Jobs' obsession with perfection led to a perpetual delay of release dates; he often reasoned that late is better than settling for a subpar product. His constant insatiate attitude and dismissal of ideas often frustrated employees, but they still stood by his side due to his commitment to both his product and his people. Though Jobs worked endlessly to put out only the very best product, he nevertheless understood the value of learning from mistakes.

Part 2. Talent Rules

"If you truly believed you were changing the course of the industry and maybe the course of history, you'd work ridiculous hours, practically give up any other life for the duration, and consider yourself among the chosen, the privileged."

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