

The Steve Jobs Way

iLeadership for a New Generation

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You have to trust in something-your gut, destiny, life, karma,whatever. This approach has never let me down and it has made all the difference in my life.

Steve Jobs

**Commencement speech, Stanford University
2009**

I was leaving Intel to join Apple and Andy Grove told me “jay, you are making a big mistake, Apple isn’t going anywhere !!”

**Steve's obsession is a
passion for the product,
a passion for product
perfection.**

Steve Jobs doesn't hear the word 'no' and is deaf to 'we can't' or 'you may not'

Asked to summarize his life, "Every dream of mine has come true, ten times over"

“About half of what separates the successful entrepreneurs from the non successful ones is pure perseverance”-Jobs

‘You have to be burning with an idea, or a problem, or a wrong that you want to right. If you are not passionate enough from the start, you’ll never stick it out’-Jobs

Steve Jobs understood something that many companies understand but don't do. The more he advanced, the simpler his products became. It was less about the product and more about the user.

Steve's level of focus on details is one of the most crucial aspects of his success and the success of his products.

Steve wore a Porsche wristwatch, chosen because he was in awe of its museum quality design. When anyone complimented him on the watch, he would gift them the watch saying “congrats on recognizing excellent design” Minutes later he would have an identical watch again on his wrist. He kept a box of these watches so he could give them away at 200 USD per piece !!

Steve is always discovering imperfections in everything, from design , to the user experience, to the packaging, to how marketing is done.

For macintosh, the product guys wanted to write a user manual that tenth graders would understand. Steve Jobs wanted it written for a first grader !

‘The hand is the most used part of your body to implement what your brain wants. And, if you could only replicate the hand, that would be a killer product’

For Steve launching a product on time is not important as getting it right – as near to perfection for the user as possible.

Just about every reputation making product that apple has launched since Steve returned to Apple has missed its target launch date, since the product wasn't primetime ready.

Andy Grove once help up a competitors semi con chip and said 'Our semi con chips have better technology but our competitors has a better case, better lettering and all the contacts are gold. They are killing us with a product that isn't good but looks better '

To Steve, everything matters !

“Apple should be the place where anyone can walk in and share his ideas with the CEO” That pretty much summed up Jobs ‘ style

Jean Louis Gasse who worked for Jobs, summed up Steve's style with a memorable phrase

“Democracies don't make great products, you need a competent tyrant”

Steve liked to tell people “ I was worth a million dollars when I was 23, ten million when I was 24, and over two hundred million when I was 25 “

Steve Jobs always wants to hire A people, his logic, As soon as you hire a B, the B then hires a C and then you lose as a company

Steve Jobs always says that a single person can make a big difference and urges each person to be the best.

Working with a person of Steve's intensity and drive, you soak up ideas and practices without being aware.

The signatures of the original engineering team members were etched on the inside case of the macs because steve jobs noted that artists sign their paintings and he wanted a mac to be like that.

Steve was a big supporter of the Apple sabbatical. On finishing five years in apple, you got a month off, to renew your creative talent.

Lee Iacocca told Steve Jobs, 'in great companies, it's always about the product, when you meet me, you meet a Dodge van. Japanese companies are good at this product thing while US companies confuse it with layers of management.'

Steve designed the NeXT computer for the university market and it had great apps done by developers. Unfortunately the product was too expensive and it didn't sell.

David Neeleman who started Jet Blue said ' What matters isn't what happens to you in life. What matters is how you react to it'

One of the key elements of good leaders is momentum, do not quit, keep it going

**Martin Luther King once said ‘
Judge a man on how he reacts to
failure, not success”**

The key innovation in Next operating system in 1996 was the ability to run two movies simultaneously. Then it went to five, maybe the multiple screen options started here.

Steve's product philosophy is one of holistic product development, a marriage of hardware and software capabilities.

**To be a holistic product developer,
you need to imagine something
more than new, you have to
embrace novelty.**

**‘Quality is more important
than quantity and it’s a
better financial decision’ -
Jobs**

The young employees today want more than a 9 to 5 job, they want something with purpose.

If you hire the right type of employees, then create a culture where their ideas have a high chance of acceptance and success.

**For Jobs,
Innovation is a
group activity.**

**When you are touted as
number one, you need to
act like number one.
Everyone has high
expectations.**

At Apple, a whole product means more than the device, it means the entire experience of using the device.

Steve convinced the music industry to give itunes model a try, he felt that it was not technology but behavior that they were challenged with.

The big computer chains were taking 35 pc off apple prices and weren't doing a great job of selling Apple. So Steve decided to go online and retail to break their power.

In 1997 Apple opened its online store. The short time table was possible using software that jobs bought from NeXT, ie Web objects, a web server and a application framework. Sales were 12 million USD in the first month.

In 2007, he said to Fortune that he was scared that his sales depended on a few mega retailers who never appreciated quality, we have to innovate the consumer model.

**Apple has an employee store on
bandley drive in Cupertino in
1984. This was the first retail look
for apple and they experimented
from here.**

Most analysts and writers thought that going retail was wrong for Apple.

In the fall of 2010, Apple had 300 stores globally. In 2006, Apple stores generated 4000 usd per square foot , higher than best buy etc.

Apple retail reached a billion dollars in sales in three years from start, faster than any retail chain globally

Suppliers and vendors to apple retail mentioned that they needed to raise the bar with steve jobs as they planned the retail execution.

**In 2010, half of Apple's
46,000 employees
work in retail !! A
great product is key to
this retail strategy.**

When the I Phone was being developed , jobs was worried about security and each team worked without the knowledge of the other team. People working on antenna didn't know how controls would look etc.

For the Iphone Jobs expanded the doors wider than before n co opted suppliers etc to do work for Apple. Many suppliers worked at below cost to get the business going.

Iphone sales in first three months were 1.5 million units, by mid 2010, apple had sold nearly 50 million I phones.

The I Pad was conceived before the I phone but couldn't be launched because the technology wasn't ready, batteries weren't available to run such a large device for hours. Processing power was limited for searching the internet or playing a movie.

To make the best quality products, you need to entice the best suppliers and vendors to work for you. That's what Steve achieved with developers of applications for the iPhone. New apps are flooding the app store at the rate of 300 a day.

**Over three years,
iphone apps have
become a 3 billion
usd industry.**

Steve has envisioned a world where content is king. The Apple of the future will become more and more a company putting in our hands devices that deliver content.

**For Steve great PR is your best
foot forward with the market
when you have a great product
and not a lot of marketing dollars.**

Steve Jobs' principles

1. Be passionate about each project you work on.
2. Be driven by an opportunity and create a product for it.
3. Always be open to talent who can help.
4. Do your best to make the product intuitive, so a user's manual isn't needed.
5. Be really honest with yourself about your products.

Steve Jobs' principles

6. Ensure that the products represent you and your traits as a person

7. Work through your people and celebrate as a unit every success.

8. Keep innovating to closer to your ideal product, your vision of perfection that goes beyond current reality.

9. Don't listen to people who say it cannot be done.