



The Steve jobs
Magic

SUCCESS

Success and how!

- 73% US digital music players -iPods
- iTunes largest music store- 8.5 billion songs
- iPhone fastest growing gadget
- 90% of computers costing over \$1000 are Macs
- Fastest \$1 Billion sale by any retail outlet in history
- Apple worth \$5B in 2000- now \$170B!

SUCCESS



Game changer in many industries

- Radically changes 4 industries

- Computing

- Music

- Movies

- Mobile telephones

- Unheard of in business!

SUCCESS



Steve Jobs the history

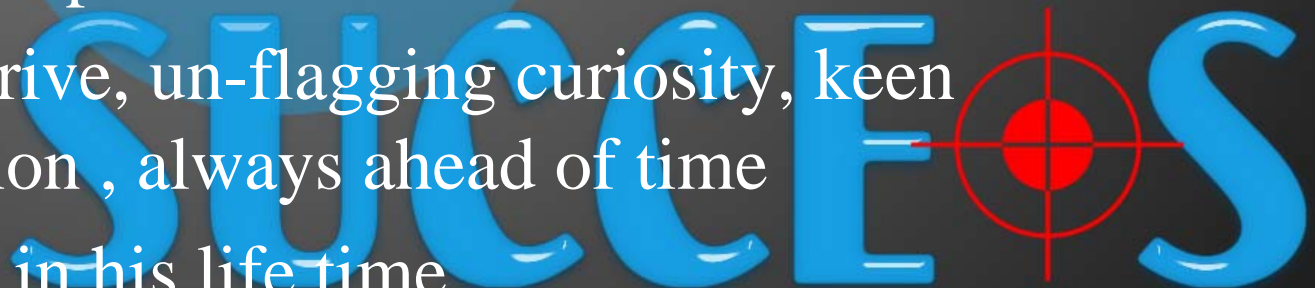
- Founder of Apple
- Fired from Apple by people he himself brought in to manage the company-1980's
- Starts movie company Pixar which is very successful-won six Oscars –sells to Disney
- Returns to Apple 1990's
- Has two brushes with death
- Now CEO of the most valuable company in Silicon Valley



SUCCESS

Steve jobs-many faces

- Most successful businessman
- Incredibly innovative
- Great designer
- Out of the box thinker
- Greatest showman; born sales man
- Tyrannical perfectionist
- Intense drive, un-flagging curiosity, keen imagination , always ahead of time
- A legend in his life time



Steve jobs –the breaker of rules

- Does not pay attention to customer research
- Unorthodox strategies
- Involved in details no CEO would normally get involved and also has Big picture vision
- Iconic “Think different” campaign
- Mastery of the message
- The threshold for release of first product should be “what would Steve Jobs do?” -
Marc Andreessen , co founder of Netscape



SUCCESS

Steve jobs-the employer

- Harsh , dictatorial but inspiring
- Demands meticulous attention to detail-for initial Apple store 3 types of lighting studied to make sure iMacs would shine brilliantly
- He recruited Sculley with these famous words: “Do you want to spend the rest of your life selling sugared water or do you want a chance to change the world?”



SUCCESS

Heroes of Steve Jobs

- Mahatma Gandhi who saw opportunity where others saw obstacles
- Gustave Eiffel designer of Eiffel tower and Statue of Liberty- he was a terrific engineer who had wonderful artistic sense

SUCCESS

Steve Jobs the showman

- Person most admired-poll of US teenagers
- His speeches are received like concerts of rock stars or speeches religious leaders
- People scream!
- Every one hangs on to every word he says!
- He has this aura of mystery around him!

SUCCESS

Speech introducing iPhone

- “A revolutionary and magical product that’s literally 5 years ahead of any other mobile phone.
- In design and capabilities it is like having your life in your pocket.
- It is the ultimate digital device.”

– Steve Jobs-2007

SUCCESS

Source: Fortune 23 Nov 2009

THE CEO OF THE DECADE

SUCCESS

