

# Gujarat Technological University

## Organizes

### Workshop on What we should learn from the life of Steve Jobs

**Date :** 8th October,2011

**Place :** Vishweshariya Hall, Applied Mechanics Department,  
L.D.College of Engineering, Ahemedabad

**Time :** 90 minites (10:30 A.M to 12 : 00 P:M )

**Speaker :** Dr. Shailesh Thaker ( Management Thinker )

**All faculties and students from MBA/MCA/BE of GTU affiliated institutes can participate in this program.**

**(Show your I-Card at the time of registration)**

#### **ABOUT STEVE JOBS:**



Steve Jobs was born February 24, 1955, to two University of Wisconsin graduate students who gave him up for adoption. Smart but directionless, Jobs experimented with different pursuits before starting Apple Computers with [Stephen Wozniak](#) in the Jobs' family garage. Apple's revolutionary products, which include the iPod, iPhone and iPad, are now seen as dictating the evolution of modern technology.

## Quotes

*I would trade all of my technology for an afternoon with Socrates.*

## Early Life

Steven Paul Jobs was born on February 24, 1955, to Joanne Simpson and Abdulfattah "John" Jandali, two University of Wisconsin graduate students who gave their unnamed son up for adoption. His father, Abdulfattah Jandali, was a Syrian political science professor and his mother, Joanne Simpson, worked as a speech therapist. Shortly after Steve was placed for adoption, his biological parents married and had another child, Mona Simpson. It was not until Jobs was 27 that he was able to uncover information on his biological parents.

As an infant, Steven was adopted by Clara and Paul Jobs and named Steven Paul Jobs. Clara worked as an accountant and Paul was a Coast Guard veteran and machinist. The family lived in Mountain View within California's Silicon Valley. As a boy, Jobs and his father would work on electronics in the family garage. Paul would show his son how to take apart and reconstruct electronics, a hobby which instilled confidence, tenacity, and mechanical prowess in young Jobs.

While Jobs has always been an intelligent and innovative thinker, his youth was riddled with frustrations over formal schooling. In elementary school he was a prankster whose fourth grade teacher needed to bribe him to study. Jobs tested so well, however, that administrators wanted to skip him ahead to high school—a proposal his parents declined.

After he did enroll in high school, Jobs spent his free time at Hewlett-Packard. It was there that he befriended computer club guru Steve Wozniak. Wozniak was a brilliant computer engineer, and the two developed great respect for one another.

## Apple Computers

After high school, Jobs enrolled at Reed College in Portland, Oregon. Lacking direction, he dropped out of college after six months and spent the next 18 months dropping in on creative classes. Jobs later recounted how one course in calligraphy developed his love of typography.

In 1974, Jobs took a position as a video game designer with Atari. Several months later he left Atari to find spiritual enlightenment in India, traveling the continent and experimenting with psychedelic drugs. In 1976, when Jobs was just 21, he and Wozniak started Apple Computers. The duo started in the Jobs family garage, and funded their entrepreneurial venture after Jobs sold his Volkswagen bus and Wozniak sold his beloved scientific calculator.

Jobs and Wozniak are credited with revolutionizing the computer industry by democratizing the technology and making the machines smaller, cheaper, intuitive, and accessible to everyday consumers. The two conceived a series of user-friendly personal computers that they initially marketed for \$666.66 each. Their first model, the Apple I, earned them \$774,000. Three years after the release of their second model, the Apple II, sales increased 700 percent to \$139 million dollars. In 1980, Apple Computer became a publically traded company with a market value of \$1.2 billion on the very first day of trading. Jobs looked to marketing expert John Scully of Pepsi-Cola to help fill the role of Apple's President.

## **Departure from Apple**

However, the next several products from Apple suffered significant design flaws resulting in recalls and consumer disappointment. IBM suddenly surpassed Apple sales, and Apple had to compete with an IBM/PC dominated business world. In 1984 Apple released the Macintosh, marketing the computer as a piece of a counter culture lifestyle: romantic, youthful, creative. But despite positive sales and performance superior to IBM's PCs, the Macintosh was still not IBM compatible. Scully believed Jobs was hurting Apple, and executives began to phase him out.

In 1985, Jobs resigned as Apple's CEO to begin a new hardware and software company called NeXT, Inc. The following year Jobs purchased an animation company from [George Lucas](#), which later became Pixar Animation Studios. Believing in Pixar's potential, Jobs initially invested \$50 million of his own money into the company. Pixar Studios went on to produce wildly popular animation films such as *Toy Story*, *Finding Nemo* and *The Incredibles*. Pixar's films have netted \$4 billion. The studio merged with Walt Disney in 2006, making Steve Jobs Disney's largest shareholder.

## **Reinventing Apple**

Despite Pixar's success, NeXT, Inc. floundered in its attempts to sell its specialized operating system to mainstream America. Apple eventually bought the company in 1997 for \$429 million. That same year, Jobs returned to his post as Apple's CEO.

Much like Steve Jobs instigated Apple's success in the 1970s, he is credited with revitalizing the company in the 1990s. With a new management team, altered stock options, and a self-imposed annual salary of \$1 a year, Jobs put Apple back on track. His ingenious products such as the iMac, effective branding campaigns, and stylish designs caught the attention of consumers once again.

## **Pancreatic Cancer**

In 2003, Jobs discovered he had a neuroendocrine tumor, a rare but operable form of pancreatic cancer. Instead of immediately opting for surgery, Jobs chose to alter his pescovegetarian diet while weighing Eastern treatment options. For nine months Jobs postponed surgery, making Apple's board of directors nervous. Executives feared that shareholders would pull their stocks if word got out that their CEO was ill. But in the end, Job's confidentiality took precedence over

shareholder disclosure. In 2004, he had a successful surgery to remove the pancreatic tumor. True to form, in subsequent years Jobs disclosed little about his health.

## **Recent Innovations**

Apple introduced such revolutionary products as the Macbook Air, iPod, and iPhone, all of which have dictated the evolution of modern technology. Almost immediately after Apple releases a new product, competitors scramble to produce comparable technologies. In 2007, Apple's quarterly reports were the company's most impressive statistics to date. Stocks were worth a record-breaking \$199.99 a share, and the company boasted a staggering \$1.58 billion dollar profit, an \$18 billion dollar surplus in the bank, and zero debt.

In 2008, iTunes became the second biggest music retailer in America-second only to Wal-Mart. Half of Apple's current revenue comes from iTunes and iPod sales, with 200 million iPods sold and six billion songs downloaded. For these reasons, Apple has been rated No. 1 in America's Most Admired Companies, and No. 1 amongst Fortune 500 companies for returns to shareholders.

## **Personal Life**

Early in 2009, reports circulated about Jobs' weight loss, some predicting his health issues had returned, which included a liver transplant. Jobs had responded to these concerns by stating he was dealing with a hormone imbalance. After nearly a year out of the spotlight, Steve Jobs delivered a keynote address at an invite-only Apple event September 9, 2009.

In respect to his personal life, Steve Jobs remained a private man who rarely discloses information about his family. What is known is Jobs fathered a daughter with girlfriend Chrisann Brennan when he was 23. Jobs denied paternity of his daughter Lisa in court documents, claiming he was sterile. Jobs did not initiate a relationship with his daughter until she was 7 but, when she was a teenager, she came to live with her father.

In the early 1990s, Jobs met Laurene Powell at Stanford business school, where Powell was an MBA student. They married on March 18, 1991, and lived together in Palo Alto, California, with their three children.

## **Final Years**

On October 5, 2011, Apple Inc. announced that co-founder Steve Jobs had died. He was 56 years old at the time of his death.

## **QUOTATIONS:**

### **On life**

"Remembering that I'll be dead soon is the most important tool I've ever encountered to help me make the big choices in life. Because almost everything - all external expectations, all pride, all fear of embarrassment or failure - these things just fall away in the face of death, leaving only what is truly important. Remembering that you are going to die is the best way I know to avoid the trap of thinking you have something to lose. You are already naked. There is no reason not to follow your heart."

– Stanford commencement speech 2005

## **On Macintosh**

"I don't think I've ever worked so hard on something, but working on Macintosh was the neatest experience of my life. Almost everyone who worked on it will say that. None of us wanted to release it at the end. It was as though we knew that once it was out of our hands, it wouldn't be ours any more.

"When we finally presented it at the shareholders' meeting, everyone in the auditorium stood up and gave it a 5-minute ovation. What was incredible to me was that I could see the Mac team in the first few rows. It was as though none of us could believe that we'd actually finished it. Everyone started crying."

– Playboy magazine 1985

## **On customers**

"There's nothing that makes my day more than getting an e-mail from some random person in the universe who just bought an iPad over in the UK and tells me the story about how it's the coolest product they've ever brought home in their lives. That's what keeps me going. It's what kept me five years ago [when he was diagnosed with cancer], it's what kept me going 10 years ago when the doors were almost closed. And it's what will keep me going five years from now whatever happens."

- AllThingsD Conference, 2010

## **On technology**

"We think the Mac will sell zillions, but we didn't build the Mac for anybody else. We built it for ourselves. We were the group of people who were going to judge whether it was great or not. We weren't going to go out and do market research. We just wanted to build the best thing we could build.

When you're a carpenter making a beautiful chest of drawers, you're not going to use a piece of plywood on the back, even though it faces the wall and nobody will ever see it. You'll know it's there, so you're going to use a beautiful piece of wood on the back. For you to sleep well at night, the aesthetic, the quality, has to be carried all the way through."

– Playboy magazine 1985

## **On motivation**

"That's been one of my mantras — focus and simplicity. Simple can be harder than complex: You have to work hard to get your thinking clean to make it simple. But it's worth it in the end because once you get there, you can move mountains."

– Business Week 1998

## **On money**

"Being the richest man in the cemetery doesn't matter to me ... Going to bed at night saying we've done something wonderful ... that's what matters to me."

– Wall Street Journal 1993

## **On internet start-ups**

"The problem with the internet start-up craze isn't that too many people are starting companies; it's that too many people aren't sticking with it. That's somewhat understandable, because there are many moments that are filled with despair and agony, when you have to fire people and cancel things and deal with very difficult situations. That's when you find out who you are and what your values are.

"So when these people sell out, even though they get fabulously rich, they're gypping themselves out of one of the potentially most rewarding experiences of their unfolding lives. Without it, they may never know their values or how to keep their newfound wealth in perspective."

– Fortune magazine 2000

## **On design (1)**

"Design is a funny word. Some people think design means how it looks. But of course, if you dig deeper, it's really how it works. The design of the Mac wasn't what it looked like, although that was part of it. Primarily, it was how it worked. To design something really well, you have to get it. You have to really grok what it's all about. It takes a passionate commitment to really thoroughly understand something, chew it up, not just quickly swallow it. Most people don't take the time to do that."

- [Wired magazine, 1994](#)

## **On design (2)**

"In most people's vocabularies, design means veneer. It's interior decorating. It's the fabric of the curtains and the sofa. But to me, nothing could be further from the meaning of design. Design is the fundamental soul of a man-made creation that ends up expressing itself in successive outer layers of the product or service."

– Fortune magazine 2000

## **On Apple**

"My position coming back to Apple was that our industry was in a coma. It reminded me of Detroit in the 70s, when American cars were boats on wheels."

– Fortune magazine 2000

## **On innovation**

"Innovation comes from people meeting up in the hallways or calling each other at 10.30 at night with a new idea, or because they realised something that shoots holes in how we've been thinking about a problem. It's ad hoc meetings of six people called by someone who thinks he has figured out the coolest new thing ever and who wants to know what other people think of his idea.

"And it comes from saying no to 1,000 things to make sure we don't get on the wrong track or try to do too much. We're always thinking about new markets we could enter, but it's only by saying no that you can concentrate on the things that are really important."

– Business Week 2004

## **On home computing**

"The most compelling reason for most people to buy a computer for the home will be to link it to a nationwide communications network. We're just in the beginning stages of what will be a truly remarkable breakthrough for most people – as remarkable as the telephone."

– Playboy 1985

## **On desktop computers**

"The desktop computer industry is dead. Innovation has virtually ceased. Microsoft dominates with very little innovation. That's over. Apple lost. The desktop market has entered the dark ages, and it's going to be in the dark ages for the next 10 years, or certainly for the rest of this decade.

"It's like when IBM drove a lot of innovation out of the computer industry before the microprocessor came along. Eventually, Microsoft will crumble because of complacency, and maybe some new things will grow. But until that happens, until there's some fundamental technology shift, it's just over."

– Wired magazine 1996

## **On instinct**

"You can't connect the dots looking forward; you can only connect them looking backwards. So you have to trust that the dots will somehow connect in your future. 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."

– Stanford commencement speech 2005

## **On work**

"Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle. As with all matters of the heart, you'll know when you find it. And, like any great relationship, it just gets better and better as the years roll on. So keep looking until you find it. Don't settle."

– Stanford commencement speech 2005



