

Introduction

Guy Kawasaki shared 12 lessons he learned from Steve Jobs. Guy worked with Steve in the early days of the Mac. This presentation was delivered a few hours after Steve passed away.

Credit: <https://theadaptivemarketer.com/2014/02/16/12-key-business-lessons-steve-jobs/>

Lessons

- 1. Experts" are clueless:** There are many people who will claim to be gurus and experts. Don't trust them. They are more often mistaken.
- 2. Customers cannot tell you what they need":** Back in 1984 they would have asked for a faster, cheaper Apple II (not a Mac). The day you hear Apple is using focus groups to create future products, that's the day to short the Apple stock". For more, here is a post on Steve Job's Genius Ability to Innovate.
- 3. The biggest challenges beget the best work:** If you are going to change the world, you need to work on challenges no one else has solved before.
- 4. Design matters. "Design is the product."** Especially for Apple, but true for more and more industries today. Another post on the importance of design.
- 5. Use big graphics and big font in your presentations.** Jobs was a master presenter. His slides make bold statements and don't compete for attention with what he is saying.
- 6. Jump curves, not better sameness:** What Guy means is that Steve was not interested in incremental improvements, but on disruptions that completely change the game, Guy uses the example of the change from ice factories to having ice available in your refrigerator.
- 7. It either works or does not work:** "Don't worship religions and fads. We did not care if it was 'open' or 'closed' only that it worked."
- 8. Value is different than Price.**
- 9. Hire A players exclusively.** A players hire A players. B players hire C players. As Jim Collins wrote: the most important thing is people – 'who is on the bus'.
- 10. Real CEOs can demo.** Meaning executives need to be users of the products they sell, they need to be competent and demonstrate their passion.
- 11. Entrepreneurs ship, not slip.** Steve pushed his team to deliver on time. He did not wait for a perfect product (the first iPhone had many limitations) but it was developed in record time. Then there is time for continuous improvement.
- 12. Somethings need to be believed to be seen.** "If you wait for proof it will never happen." This is so true

Guy Kawasaki on Steve Jobs

Video: http://youtu.be/DR_wX0EwOMM

It is been viewed almost a half a million times and it's 47 minutes long

Steve Jobs's 10 Principles of Success

1. Learn how to anticipate the future
2. Focus on the positive
3. Fail forward
4. Travel the world
5. Find the right partner
6. Obstacles are opportunities in disguise
7. Take risks
8. Surround yourself with great people
9. Remember you'll be dead soon.
10. Don't be shy to learn from others

Inspiring Life Lessons from Steve Jobs

1. Don't restrict learning to classrooms or mandatory programs.
2. Have a wholistic knowledge. Seek out different experiences in life. I'm not dismissing the value of higher education; I'm simply saying it comes at the cost of experience.
3. Do not be afraid to challenge others.
4. Learn how to negotiate.
5. Do the tough jobs, the leg work.
6. Be persistent! Sometimes life hits you in the head with a brick. Don't lose faith.
7. Learn how to effectively market yourself.
8. Know your worth and do not settle. 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.
9. Demand greatness from those around you. Be a yardstick of quality. Some people aren't used to an environment where excellence is expected.
10. Delegate Tasks
11. Be a leader, not a specialist. Innovation distinguishes between a leader and a follower.
12. Have PASSION for what you do.