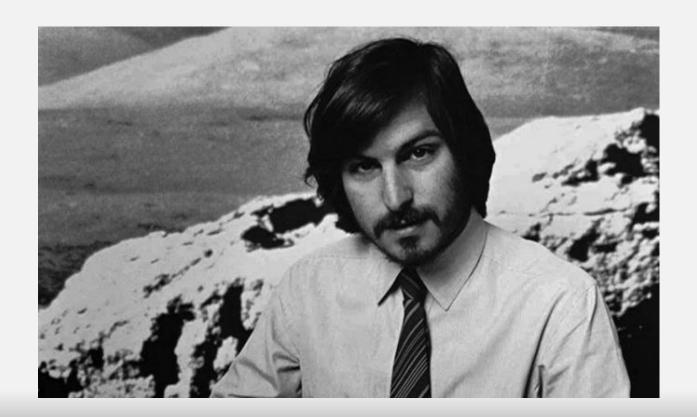# Steve Jobs - An Entrepreneur's Story

Dr. Jack M. Wilson

Distinguished Professor of Higher Education, Emerging Technologies, and Innovation

Steve Jobs & Steve Wozniak

- Apple Founders -1978
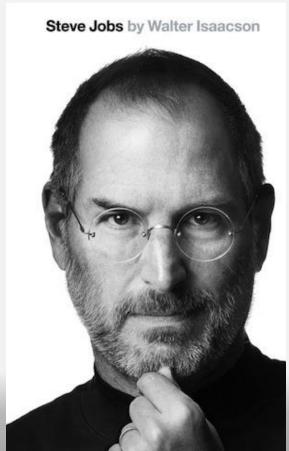 Steve Jobs and
  Steve "Woz" Wozniak

- Two major related events have converged to create the boom in technological entrepreneurship in the 90's -which inflated a bubble that burst at the beginning of the new millennium, but which created a medium in which new kinds of industries grew to dominate our economy.

- the invention of personal computing marked by the introduction of the Apple II computer in 1976, created by Steve Wozniak in partnership with Steve Jobs, (https://en.wikipedia.org/wiki/History_of_Apple_Inc.)

- The introduction of the IBM PC in 1981 created by a team of IBM "skunk works" engineers in a Boca Raton, FL site under Bill Lowe.

Steve Jobs

- *Don't let the noise of other's opinions drown out your own inner voice. And most importantly, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary.*
  - Steve Jobs

- Cofounder of Apple, NeXT, and Pixar

- Visionary of iPod, iPhone, iPad, iTunes, Macintosh, Apple II, etc.

- "*You've got to start with the customer experience and work back toward the technology - not the other way around.*"

- "*A lot of times, people don't know what they want until you show it to them.*"

- I think that one of the finest biographies of Steve Jobs was written by Walter Isaacson in 2011.
    - https://en.wikipedia.org/wiki/Steve_Jobs_(book)
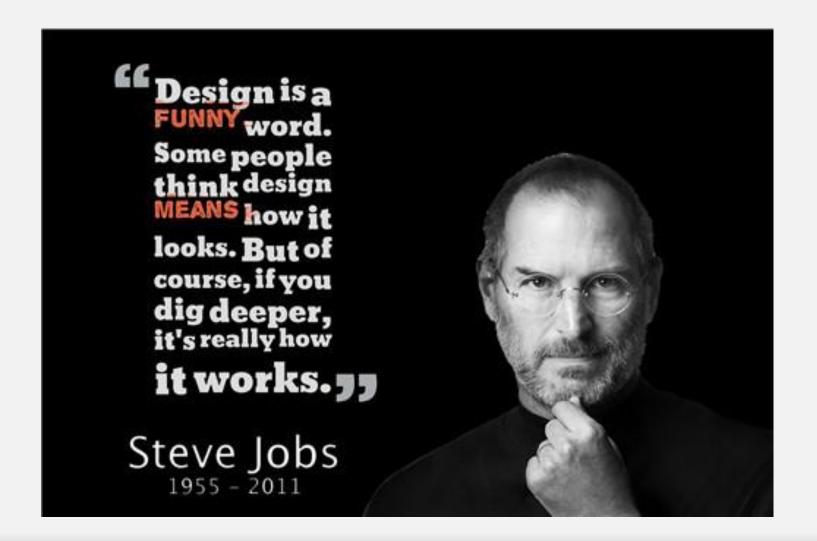   - http://www.simonandschuster.com/books/Steve-Jobs/Walter-Isaacson/9781501127625

Steve Jobs by Walter Isaacson

Commencement at Stanford in 2005

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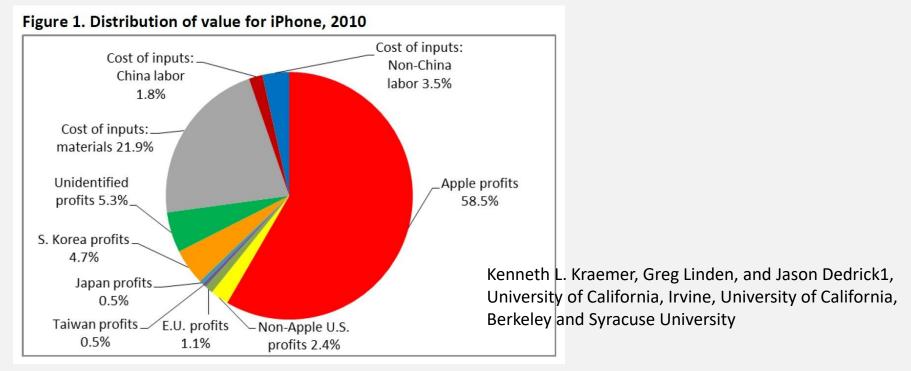
Steve Jobs in his own words

- On June 12, 2005, Steve Jobs delivered the Stanford Commencement Address and told his own story from his own perspective.
  - http://news.stanford.edu/2005/06/14/jobs-061505/
- In his address he made three major points that he felt were key to his life:
  - Connect the dots
    - "Again, you can't connect the dots looking forward; you can only connect them looking backward. 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."
  - Love and loss
    - "I'm pretty sure none of this would have happened if I hadn't been fired from Apple. It was awful tasting medicine, but I guess the patient needed it. Sometimes life hits you in the head with a brick. Don't lose faith. I'm convinced that the only thing that kept me going was that I loved what I did. You've got to find what you love. And that is as true for your work as it is for your lovers."
  - Death
    - " 'If today were the last day of my life, would I want to do what I am about to do today?' And whenever the answer has been "No" for too many days in a row, I know I need to change something."

Design is part of Steve Job's DNA

> 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.
>
> Steve Jobs
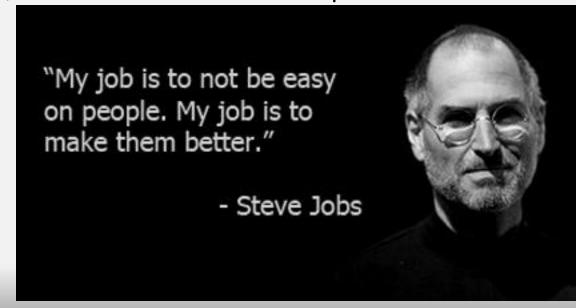> 1955 – 2011

Apple Supply Chain

- Steve Jobs created a company with a global supply chain.
- In another Case study we can see how Apple created this global supply chain and used it to create a durable competitive advantage.
    - http://www.jackmwilson.net/Cases/Case-Apple-Supplychain.pdf

Figure 1. Distribution of value for iPhone, 2010

Kenneth L. Kraemer, Greg Linden, and Jason Dedrick1, University of California, Irvine, University of California, Berkeley and Syracuse University

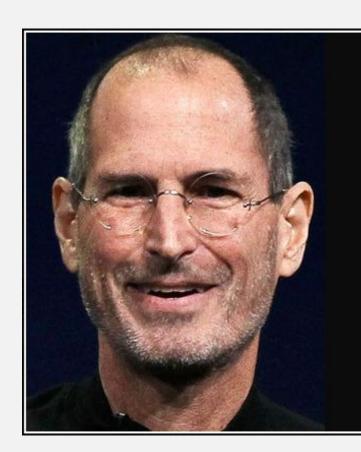http://pcic.merage.uci.edu/papers/2011/Value_iPad_iPhone.pdf

Jobs could be notoriously difficult

- I had the pleasure of working with Steve Jobs as part of a team consulting with him on the development of software for the NeXT computer in the early development stage.

- He would visit out laboratories at the University of Maryland and interact with our research scientists and engineers.

- Contrary to his reputation, I always found him to be engaging and respectful. Yes, he could be quite argumentative, but most of us enjoyed arguing with him, and he seemed to like the pushback.

"My job is to not be easy on people. My job is to make them better."

- Steve Jobs

Arguing with Steve

- One of my favorite stories occurred on a couple of his visits to the University of Maryland in the late 80's.

- He told us (a room with about a dozen research physicists and engineers.) that he was planning to use a version of Display Postscript to have software write to the screen of the NeXT.

  - http://wiki.c2.com/?DisplayPostscript

- We immediately contradicted him and told him that PostScript was far too slow to be used to write directly to the computer screen. The engineers were able to explain the problem to him in great detail. He never backed up an inch.

- On his next visit he brought a prototype NeXT computer that used Display Postscript! His relentless drive overcame the resistance of his own engineers and led them to try to do this in spite of the difficulty. It was a buggy and crash prone mess –but it was done.

- We assumed that he must have scared them silly.

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Management is about persuading people to do things they do not want to do, while leadership is about inspiring people to do things they never thought they could.

— Steve Jobs —

AZ QUOTES