

STEVE JOBS

From Hippie to Genius Inventor.

Steve Jobs was an adopted son of a Californian family and attended just three semesters of two Colleges. He withdrew and started a trip to India, where He became vegetarian. He got a habit of not taking showers and used to attend meetings barefooted in his early entrepreneur years. His colleagues were shocked of his unhealthiness and rudeness. At the beginning He denied having a daughter. He was also known of misbehavior at restaurants but also his employees were underestimated and treated with disparagement.

Steve Wozniak was a friend of youth and business partner, who created the first computers of the enterprise in lates 70's: Apple I and II. Steve was the salesman and idea researcher. Some of the ideas weren't of his own. He arrogated a revolutionary idea to this time when he visited Xerox facilities called "Parc". The ideas taken from Xerox were windows to display information and icons on main screen. He took what He saw and did improvements. Finally, the company thrived with a personal computer called the Macintosh surpassing conventional desktops.

He had several troubles due to his stubbornness leading up to being forced to leave Apple in 1985. The board took this decision because He had a permanent struggle with their CEO, Jhon Sculley. Thus, Jobs founded NeXT trying to develop a good computer, but He only got failures. Later, He co-founded PIXAR by acquiring the computer graphics division of LucasFilm. Due to his extreme attention to details, they created a fully animated feature-length film called "Toy Story" what was a blockbuster! In 2006 the company was sold to Disney for approximately \$7.4 billion.

In 1997, Apple asked Steve to return. His first year turned out in \$1.04 billion lost, therefore He decided to avoid Unit managers and control everything by himself: Designing, Marketing, Packaging and everything looking for simply but sophisticated devices.

The company was about bankruptcy, then a big deal was sealed. Bill Gate invested \$150 million in APPLE. This alliance resulted in Mac using Office for some years. Steve's second year turned \$309 million profit. He used to do big shows when launching new products. Bill Gates and Steve Jobs used to have a love and hate story. Bill used to criticize Steve for not understanding Technology, as well as Jobs said Gates didn't have passion to Design products.

As a result of his obsession to perfection, Steve launched award-winning products that changed the World. His biggest hits were: 1) Computers: Macintosh, Mac Book; 2) Streaming services: iTunes. 3) Smart phones: iPhone. 4) TVs with connection to internet: Apple Tv. 5) Commercial Tablets: iPad.

This leader was brilliant with huge imagination. He had a remarkable creativity talking about products and advertising. Also, He was several steps ahead of competitors taking risks. He used to "zoom out" things to improve what was invented. His colleagues used to call it "Reality Distortion", because They thought Steve lived in a parallel reality. He was impatient and rude. He used to force his team to work hours without resting and throw them things until He got something "useful" in his hands. He liked developing outstanding devices that melt Design with Technology. He had "button phobia", what resulted in extraordinary products without buttons.

Arrogance, Volatility, and Stubbornness were his weaknesses.

Passion, Ambition, and Self-motivation were his strengths and key of his success.