A Review: Jobs

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The movie Jobs was released in 2013 and features Ashton Kutcher as the lead role, Steve Jobs. It is a Drama Detailing his Journey of creating the billion dollar Computer and tech company Apple from him dropping out of college to Steve returning as the CEO of Apple. There are many examples of soft skills throughout the film especially in the workplace. Steve Jobs a very good job showing what not to do in most cases.

The most emotional scene in the entire movie is most likely the scene where Steve Wozniak Tells Steve Jobs that he is leaving apple.You can see, hear, and feel Wozniak's emotions in this scene when he tells Jobs that he is the reason he is quitting. In the scene right after this Jobs is alone in his car and begins to scream in rage at how right Wozniak is. Wozniak was right when he said Jobs had lost himself in the work and had become obsessed with being the best. Jobs is angry in the next scene with himself as he realizes that Wozniak is right, his best friend was leaving and he was in the process of losing his own company. Jobs was mad at what he had allowed his company to become because he didn't have a choice as he was forced by his board of investors to make money and not innovation. This was a climax for Jobs as he realized he lost his company, his friend, and his goal. Jobs was in it for the money but that wasn't his passion, he wanted more than anything to change the world and would go to any lengths to do so. There isn't much said by Jobs in this scene but you can infer his emotions by what little he said and did, Ashton Kutcher did an amazing job in this scene displaying emotions through body language. At this point there was little Jobs could do to rectify the situation, His friend had already quit and he had lost the trust of his investors. I will say he was very nonchalant when speaking with Wozniak and that is considered rude, he didn't say much at all and I believe that was a good way to show his feeling of surprise and upsetness. Jobs however did an excellent job of containing his anger until he was alone. (the next scene of him screaming in rage in his car alone) This situation was handled well by Jobs but not as well as it could have been.

Steve Jobs has a way of communicating that captivates as well as admonishes others. His verbal communication has captivated many audiences across the globe, and Ashton Kutcher does a phenomenal job at capturing Steve Jobs’ verbal nuances. Jobs thinks about each and every word he says, and he speaks with a cadence that lets audiences know that he means what he says. He enunciates and speaks with confidence and passion. Every scene Ashton Kutcher delivers passionate speeches that capture the passion and drive that Steve Jobs held, and this is a selling point for the movie. As much drive and motivation as Kutcher portrayed as Jobs, there were moments that made the audience detest the character. He spoke from a superior, condescending viewpoint very often in the film. He talked down to those who helped him climb the ladder of success, and it was disheartening to see his friends and close peers be verbally abused.

Steve Jobs has this amazing ability to speak with his eyes when words are not enough. In the movie Jobs, Ashton Kutcher perfectly captures Jobs’ nonverbal communication skills. There is this scene where Jobs is invoking harder work and creativity from his team, but he is met with resistance. There is so much tension in the room as he is demanding better, and his team is not sharing his enthusiasm. One of his engineers tries to speak up, which enrages Steve, and you can see the utter panic but determination on the engineer’s face. At the same time, Steve’s eyes get darker, his brow furrows, and the audience can see that things are quickly escalating. Simultaneously, the rest of the team is shrinking back as Steve Jobs becomes angrier. The tone of this scene is tension and superiority. He is able to assert himself over his engineers without even speaking. The overall purpose of the nonverbal communication in this scene is to not only show the genius that Steve Jobs was but to show how hard he pushed his team. It is important to note that these brilliant CEOs had a dark side to them, and that it wasn’t always heart-warming like the media portrays.

Jobs experienced conflict with others in his personal and business life, much of which seems to have been brought on by his personality and leadership traits. Some of Jobs’ personal conflicts include throwing out a girlfriend, while she was pregnant with Job’s daughter, Lisa. Jobs made personal changes in his life after this incident. He changed his hygiene and fashion style. Steve started tucking his shirts in and dressing in 3 piece suits. He started dressing and trying to act more like a successful businessman, instead of someone working out of their garage. Steve stopped speaking with his former friend and peer Daniel Kotkke. Kotkke and Jobs had been at Reed’s College together and had traveled to India together one summer. Kotkke was an early employee at Apple and helped Jobs get Apple off the ground. Jobs refused to give Kotkke and other pioneering Apple employees stock options in the company, unless they were engineers or supervisors. Kotkke revealed in an interview with Time magazine, in 1982, that Jobs had a daughter. Jobs considered that revelation a betrayal and Kotkke was cut from Jobs’ life. Daniel left Apple shortly thereafter.

Jobs’ life was also full of corporate conflict with Apple’s Board of Directors. The board, headed by Arthur Rock, considers Jobs a “Time Bomb” because of the amount of money and Research and Development funds Jobs diverted to the Apple Lisa Computer in the early 80’s. The board eventually pulls Steve from the Lisa project and after some time away he is put in charge of the Macintosh program. The Board wants to bring in a new CEO for Apple and Steve insists on John Sculley, who was the Pepsi CEO who had come up with the hugely successful “Pepsi Challenge”. Jobs then has additional conflict with Sculley over Apple raising the price of the Macintosh Computer. Steve Jobs quit Apple in 1985 and went on to start NeXT inc. NeXT was purchased by Apple in 1996 setting up Jobs’ becoming the CEO of Apple until his death in 2011.

There were many negotiation scenes in this film. Most of which were between Jobs and his board of investors. His investors were constantly upset with Jobs' delay of projects and overspending, he was constantly losing his company money trying to achieve his goal of changing the world. This aggravated the board as they wanted profits not awe-inspiring devices. Jobs and his board of investors were constantly playing the blame game and all of them were refusing to see the othersides point and this led to even more tension and problems. When you are working towards the same goal you need to have empathy and see where the otherside is coming from. However it is quite obvious the board and Jobs wanted two completely different things. The investors wanted profits whereas Jobs wanted to change the world. This fundamental problem led to many conflicts between the two groups, and ultimately led to jobs being outed from his company. I feel as though Mike Markkula, the first investor in Apple shared Jobs and the board's goals, but he was caught between two sides refusing to relent. If Jobs and Mike had allowed only investors that would have shared their goals and ambitions there would have been significantly less internal issues with the company.

Although seemingly a good start with Jobs’ stroke of luck in founding Apple, since he made himself hard to approach and was usually hard to work with, it caused some problems with him and Apple that eventually led to him getting replaced by John Sculley as CEO. The resolution of the movie came with Apple trying to convince Steve to come back because Apple wasn’t in good shape in the 90’s, Steve Jobs also owned half a million shares in the company at the time which was a convincing factor in him coming back to the company. If it wasn’t for Steve Jobs Apple would not be nearly as big as it is today, his restructuring and plans for the company are what ultimately would save the company in the long term.

Seeing as Jobs coming back to the company was a good choice for the company's survival, it is a good alternative to what could've been if it wasn't for the company buying Jobs’ new company. What Jobs’ has done for the company as a whole has left a lasting impact on how the company operates and its practices, which helps to make it such a recognizable name today. But at least in terms of the movie, it did end well, leaving no loose ends to the story.

Teamwork was a huge struggle of Steve Jobs in the film. A lot of the problems and mistrust of Jobs came from his tendency to be extremely sporadic and unpredictable as a leader in the company. While when he rarely did work with others in Apple it was only when things were going his way, he was always bad about working with others when they had a different vision for his projects and usually lead to him getting rid of them from the company as seen in the movie, he fired one of his employees just for challenging his idea of what his project was supposed to be. But in the movie, they weren't a close team unless Jobs was getting what he wanted, which ultimately caused a lot of the movie's problems.

Steve Jobs inspired people and could get the best from others. Jobs was neither a professional leader early in his life, nor did he communicate well with those he was working with. He did have amazing business judgment and was a visionary. Steve Jobs was able to build Apple into a leading technology company, but he lacked many of the basic communication skills that we would look for in a leader. Jobs would call people out in front of their peers, he would raise his voice and shout at his employees, and at times would become quiet and simply glare at others when angered. Steve did excel at creative problem solving and sometimes aggressively forced others to view problems from a different perspective. Jobs’ ability to force people to push themselves harder and achieve more than they would have been willing to do without his pressure seems to be his major accomplishment.

Jobs was very charismatic and was a creative problem solver. Throughout the movie, Jobs is not shown doing much work, but he is shown driving others to achieve amazing things. He was able to inspire the people around him and was often seen as the front man, or face, of Apple. This marketing helped to establish the cult of personality that surrounded him. He did not show many traits that one typically found in a leader, but was one of the most profitable businessmen ever. The movie does not paint a flattering picture of Jobs as a leader, but does show that he used his confidence and charisma to manipulate and inspire others into getting his visions accomplished.