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, who was pregnant with Job’s daughter Lisa Brennan. 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 later revealed in an interview with Time magazine in 1982 that Jobs had a daughter; Jobs considered that 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.

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.