

# Evrika Brief - Lessons of Steve Jobs: Guy Kawasaki at TEDxUCSD

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## The Main Idea

In this talk, the speaker shares invaluable lessons learned from working with Steve Jobs, emphasizing the importance of innovation, vision, and resilience. He recounts his experiences in the Mac division and highlights how Jobs challenged conventional wisdom, urging individuals to trust their instincts rather than experts. The speaker outlines twelve key insights, including the necessity of looking beyond current trends, the significance of design, and the value of hiring top talent. Ultimately, he encourages listeners to believe in their ideas and to strive for uniqueness and value in their endeavors.

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## Relevant Models & Frameworks

- **Bozosity** – A term used to describe the negative influence of naysayers; inoculating oneself against it is crucial for innovation.
  - **Next Curve Innovation** – The idea that true innovation occurs not on the current curve but on the next one, requiring vision and foresight.
  - **Value vs. Price** – Understanding that value is not synonymous with price; higher upfront costs can lead to greater long-term value.
  - **Two-by-Two Matrix** – A framework for marketing that emphasizes the importance of being both unique and valuable to succeed.
  - **Big Hairy Audacious Goals (BHAGs)** – Setting ambitious goals that inspire teams to achieve significant accomplishments.
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## Top Insights

- Experts often lack foresight and should not dictate what can or cannot be done.

- Customers typically cannot articulate their true needs; innovators must anticipate them.
  - The most significant innovations arise from looking beyond current market trends.
  - Design plays a critical role in product appeal and user experience.
  - Real CEOs engage directly with their products and demonstrate them personally.
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## **Memorable Quotes**

- “Experts are usually clueless...” — [Speaker]
  - “Changing your mind is a sign of intelligence...” — [Speaker]
  - “In life, some things need to be believed to be seen...” — [Speaker]
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## **How to Apply This**

- Trust your instincts and challenge conventional wisdom when pursuing innovation.
  - Focus on creating products that are both unique and valuable, rather than just competing on price.
  - Set ambitious goals that inspire your team and drive significant achievements.
  - Emphasize design and user experience in product development to enhance appeal.
  - Engage directly with your product and be prepared to demonstrate its value to others.
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## **Personal Notes**

The speaker worked with Steve Jobs twice in their career. The first period was from 1983 to 1987 in the Macintosh division. The second period was right after the 1997-1998 timeframe. The speaker describes these experiences as significant influences in their life.

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## **Source, Links & References**

- Original video (title + URL): Lessons of Steve Jobs: Guy Kawasaki at TEDxUCSD – <https://www.youtube.com/watch?v=rWv-KoZnpKw>
- Creator / Channel: TEDx Talks
- Resources or tools explicitly mentioned in the video: Unknown