Intro

1. What do you know about Steve Jobs?

- Steve Jobs was an American business magnate, industrial designer, investor, and media proprietor. He was the co-founder, chairman, and CEO of Apple Inc. He is also known for his work at Pixar and NeXT.

2. What companies did he found?

- Steve Jobs co-founded Apple Inc. in 1976. He also founded NeXT Inc. in 1985 after leaving Apple, and he co-founded Pixar Animation Studios in 1986.

3. What products that have cultural ramification did he develop?

- Some of the most notable products developed under Steve Jobs' leadership include the Macintosh, iPod, iPhone, and iPad. These products have had significant cultural and technological impacts globally.

4. What is a commencement speech?

- A commencement speech is an address given to graduating students at a university or college graduation ceremony. It often includes advice, inspiration, and reflections on the future.

5. Who is a commencement speaker?

- A commencement speaker is a person invited to deliver the commencement speech at a graduation ceremony. They are often notable figures in society, such as successful entrepreneurs, politicians, or celebrities.

Comprehension

1. What level of education did Steve Jobs’ biological mother and his adoptive mother and father reach?

- Steve Jobs' biological mother had completed college, while his adoptive parents had not completed high school.

2. Did Jobs graduate from college? Why or why not?

- No, Steve Jobs did not graduate from college. He dropped out of Reed College after six months due to financial strain and a lack of direction.

3. When Steve Jobs dropped out of the college, his life wasn’t romantic. What did he do to survive?

- After dropping out, Jobs slept on the floor in friends' rooms, returned Coke bottles for the 5¢ deposits to buy food, and walked seven miles across town every Sunday night to get one good meal a week at the Hare Krishna temple.

4. Jobs studied calligraphy while at Reed College. What is calligraphy? How did that later help Jobs as he started Apple?

- Calligraphy is the art of writing letters and other symbols by hand in a skillful and ornamental manner. Studying calligraphy helped Jobs appreciate the importance of aesthetics and design, which influenced the design philosophy of Apple products, particularly the Macintosh.

5. In Jobs’ second story, he talks about his experience at Apple. What happened to him at Apple?

- Steve Jobs was fired from Apple in 1985 after a power struggle with the board of directors.

6. Why does Jobs claim that “getting fired from Apple was the best thing that could have ever happened to him”?

- Jobs claimed that getting fired allowed him to enter a period of creativity and innovation. He started NeXT, which was later acquired by Apple, and he co-founded Pixar, which became a highly successful animation studio.

7. What does Jobs mean when he says, “Sometimes life’s gonna hit you in the head with a brick”? He then tells his audience two things not to do, beginning his sentences with don’t. What are they?

- Jobs means that life can present unexpected and challenging situations. The two things he advises against are:

1. Don’t lose faith.

2. Don’t settle.

8. In Jobs’ third story, he tells about his cancer diagnosis. What was discovered that gave him a new hope?

- Jobs was initially diagnosed with a rare but treatable form of pancreatic cancer, which gave him hope for recovery.

9. What does he tell the Stanford graduates at the end of his speech?

- At the end of his speech, Steve Jobs encourages the graduates to find what they love and pursue it, emphasizing that love and passion for one's work are crucial for a fulfilling life. He concludes with the advice: "Stay hungry. Stay foolish."