



# Leading Apple With Steve Jobs: Management Lessons From a Controversial Genius

By Jay Elliot

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## Leading Apple With Steve Jobs: Management Lessons From a Controversial Genius By Jay Elliot

**A former Senior VP of Apple shares how Steve Jobs motivated people to do the best work of their lives**

Jay Elliot was hired personally by Steve Jobs, just in time to accompany him on the last of his historic visits to Xerox's Palo Alto Research Center, the visits that changed the course of computing. As Senior VP of Apple, Jay served as Steve's right-hand man and trouble-shooter, overseeing all corporate operations and business planning, as well as software development and HR. In *Leading Apple with Steve Jobs*, Jay details how Steve managed and motivated his people—and what every manager can learn from Jobs about motivating people to do the best work of their lives.

Steve Jobs used the phrase "Pirates! Not the Navy" as a rallying cry—a metaphor to "Think Different." In the days of developing the Macintosh, it became a four-word mission statement. It expresses the heart of Apple and Steve. The management principles that grew out of that statement form the backbone of this book.

- Explains how to find talented people who will understand your objectives and be able to make a contribution to that effort
- Lists traits that can determine whether a person will be so committed to the vision that they will provide their own motivation
- Explains how to ensure that your employees hold an allegiance to the captain and to his/her shipmates, and also possess the ability to come up with original, unique ways to approach a problem, and be self-guided with a strong sense of direction

*Leading Apple with Steve Jobs* will shift your thought paradigm and inspire you to assemble and lead innovative teams.



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### Editorial Review

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### Q & A with Jay Elliot, Author of *Leading Apple with Steve Jobs*



Jay Elliot

#### **How close were you and Steve Jobs? Describe your relationship.**

I worked directly for Steve from 1980 to 1986, both as Chairman of the Board of Apple and as the head of the Macintosh group. I went to the Board of Directors around Sculley to protest them throwing Steve out of Apple, which he greatly appreciated. We kept in touch over the next 20+ years and I visited him weeks before he passed away.

#### **What is the most valuable leadership lesson you learned from Jobs?**

To focus in on the product and the user. Everything you do in the organization is about that, also create markets, follow them and stay the course.

#### **What was it like to work at Apple in the early days?**

Apple was the classic start-up; whoever got there first made the coffee. The atmosphere was electric with excitement about building new products and the success of current products, the Apple II and the Mac. Everyone was highly motivated and politics did not exist.

#### **In the book, you compare Jobs to other corporate executives and say that Jobs was like a rock star. Please explain.**

Steve Jobs had a totally different language; he would quote Bob Dylan at shareholder meetings. He was completely motivated by the great products--share prices and finances did not matter to him. As the young entrepreneur, he was the face of Apple: brash, young and exciting. He carried that same spirit into the company.

#### **Jobs started as an entrepreneur. What piece of advice would a young Jobs share with a struggling entrepreneur today?**

Make sure you are doing something that you have great passion about and you are not in it for the money. Be the biggest user of your product, not for someone else. Stay the course and find great people around you: the first ten people you hire have to be the best people you will ever hire and they need to have the same spirit you have.

#### From the Inside Flap

Most books on Apple or Steve Jobs have been written by journalists and focus on Steve's colorful personality. Jay Elliot was personally hired by Steve, just in time to accompany him on the last of his historic visits to Xerox's Palo Alto Research Center—visits that changed the course of computing. As Senior VP of Apple, Jay served as Steve's right-hand man and troubleshooter, overseeing all company procedures and strategic planning, as well as software development and HR. In *Leading Apple with Steve Jobs*, Jay details the management principles he learned from Steve—and what every manager can learn about motivating people to do the best work of their lives.

Most people don't realize that Steve cared as much about how Apple operated, and how it motivated its people, as he did about creating great products. He used the phrase "Pirates! Not the Navy" as a rallying cry—a metaphor to "Think Different." In the days of developing the Macintosh, it became a four-word mission statement. It expressed the heart of Apple and Steve. The management principles that grew out of that statement form the backbone of this book, including how to:

- Find talented people who will understand your objectives and make a contribution to that effort
- Identify the traits that determine whether a person will be so committed to the vision that they will provide their own motivation
- Ensure that your employees possess the ability to come up with original, unique ways to approach a problem and are self-guided with a strong sense of direction
- And much more

*Leading Apple with Steve Jobs* provides the wisdom and the inspiration you need to shift your thought paradigm, manifest your vision, and inspire your team to achieve groundbreaking innovations.

#### From the Back Cover

##### **A former Senior VP of Apple shares the leadership secrets of Steve Jobs**

Steve Jobs managed and motivated his people to surpass their own expectations and execute the best work of their lives. Jay Elliot taps his experience serving as Steve's right-hand man to show how anyone can shift his or her personal paradigm to become more Steve Jobs-like—to assemble and lead innovative teams.

*Leading Apple With Steve Jobs* shares practical examples from Apple and Steve Jobs that demonstrate how to apply his management principles in the everyday world of business. Learn how to find the right talent, the people who will understand your objectives and jump at the chance to make a contribution. Determine who will be so committed to your organization's vision that they will provide their own motivation. Attract the most dynamic thinkers and harness all of their passion to drive success for your business.

*Leading Apple With Steve Jobs* offers a unique insider's view of what it was like to manage side by side with Steve. Discover what it means to be a Pirate, to "Think Different." And inspire your team to achieve more than anyone ever thought possible.

## **Users Review**

### **From reader reviews:**

#### **Mary Barker:**

A lot of people always spent their particular free time to vacation or maybe go to the outside with them loved ones or their friend. Did you know? Many a lot of people spent that they free time just watching TV, as well as playing video games all day long. If you want to try to find a new activity that is look different you can read any book. It is really fun to suit your needs. If you enjoy the book that you read you can spent the whole day to reading a book. The book Leading Apple With Steve Jobs: Management Lessons From a Controversial Genius it is quite good to read. There are a lot of people who recommended this book. These folks were enjoying reading this book. If you did not have enough space to deliver this book you can buy the actual e-book. You can m0ore easily to read this book from your smart phone. The price is not very costly but this book features high quality.

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