



CAVENDISH

## Success Principles Learned from Steve Jobs

### "Innovation distinguishes between a leader and a follower."

— **Steve Jobs:** co-founder, chairman, and former CEO of Apple Inc.

1. **Have a Big Vision.** They didn't just try to "build a better mousetrap." Jobs and Woz set out to change the world — literally — and they did. When Steve Jobs invited John Sculley, the then CEO of Pepsi, to come on board with Apple Computer (as the company was called then), his now-famous challenge to Sculley was "Do you want to just continue to sell sugar water, or do you want to change the world?" For you and me we have to have that "fire in the belly" in order to keep going through the inevitable challenges. Keep that "eye of the tiger" — and never let it go.
2. **Create "Insanely Great" Products.** Too many people have tried to produce junk (Steve would use another word here) but Steve Jobs kept pushing Apple to produce high-quality products that people would go nuts over using them. I'll admit that I have moved from the Windows side to now having 2 MacBook Pros, an iPod, 2 iPhones and my beloved iPad. Think about it, there is a reason that so many users of Apple products are heard to say, "I love my\_\_\_(fill in with your Apple iPod, MacBook, iPad or other Apple product here)." They take the time and effort to produce products that people want. They do their homework and Apple is not afraid to try — and sometimes fail (remember in the Lisa computer?).
3. **Create Magnetic Customer Service.** Ever been to an Apple store? You know what I mean. Those bastions of technology and fun are usually packed with devoted fans clambering to buy the products that are from Apple. Why? Well, those stores are more than just another retail store. Being there is an experience where you get to learn about new technology that really makes your life better. For me, I love the practical, bottom-line business benefits I get from visiting the Apple store. Think about how you can create a powerful experience in your own "store" however you define that in your work.
4. **Continue to Amaze.** They have never, and I hope they never rest on their laurels at Apple. Yes, Apple has been great — insanely great is the term often used for them. Each new product announcement brings a crowd of devoted fans around the world to see the next Apple product they "just gotta' have." Keep that flame burning in your business with a continual stream of dazzling new products and services.
5. **Do not Be Afraid To Follow Your Dreams.** It was the dream of Jobs and Woz in their Silicon Valley garage to create a real personal computer. They did it at a time when they were looked down upon by the "grown-ups" in the computer industry. Nevertheless, they pressed through, even in the face of hardship and difficulty, to become a company which is admired world-wide.

**"Strength does not come from physical capacity. It comes from indomitable will."**

-- Mahatma Gandhi, statesman

**"There is all the difference in the world between having something to say and having to say something."**

— **John Dewey:** Was a psychologist, educator, and social critic

**You know that person in your life.** The one who has something profound, enlightening, and interesting to say just about every time he or she speaks. People always want to be around that person. And that person's success and wealth probably match his or her incredible gift of communication. YOU can be that person.

**What are your principles for success?**

## Communication



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### **About the Author Colin Thompson**

Colin is a former successful Managing Director of Transactional/Print Manufacturing Plants, Print Management/Workflow Solutions companies and other organisations, former Group Chairman of the Academy for Chief Executives and Non-Executive Director, helping companies raise their **`bottom-line`** and **`increase cash flow`**. Plus, helping individuals to be successful in business and life in general. Author of several publications, research reports, guides, business and educational models on CD-ROM/Software/PDF and over 400 articles published on business and educational subjects worldwide. Plus, International Speaker and Visiting University Professor.

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We can all choose to walk a path with heart and accountability. Our work can support our path to be one of personal development, contribution to society and positive ‘bottom-line’ results.

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