“People who know what they’re talking about don’t need Power Point.”
- Steve Jobs

The Essential Jobs @ Your Office
iLeadership Every Day

Tom Morris
To Deliverer
Fourteen Leadership Lessons
From the Most Creative, Demanding, and Boldly Successful Business Visionary of Our Time.
Many Called Him A Genius.
Many Called Him A Genius.

To others, he was an unbelievable
Many Called Him A Genius.

To others, he was an unbelievable iHole.
He Changed 7 Industries.
He Changed 7 Industries.

He Changed the World
He Changed 7 Industries.

He Changed the World

So …

What Were His Secrets?
1. Focus
1. Focus

1. Focus

- Select. Eliminate.
1. Focus

- Select. Eliminate.
- Use the Perspective of Purpose.
Zeno

Start ___:___:___:___ Goal

Divide then Conquer
2. Simplify
2. Simplify

- Find the Essence. Build Elegant Solutions.
2. Simplify

- Find the Essence. Build Elegant Solutions.
- Master the Complexities. Streamline.
2. Simplify

- Find the Essence. Build Elegant Solutions.
- Master the Complexities. Streamline.
- Remember: Simple is Beautiful.
Twisdom on Simplicity
Twisdom on Simplicity

Simplicity and elegance require confidence. When we’re unsure, we complicate things.
Simplicity and elegance require confidence. When we’re unsure, we complicate things.

Undue complexity shows a lack of command, and a corresponding lack of self-confidence.
Twisdom on Simplicity

Simplicity and elegance require confidence. When we’re unsure, we complicate things.

Undue complexity shows a lack of command, and a corresponding lack of self-confidence.

The best simplicity requires mastery, and can display it beautifully.
Twisdom on Simplicity

Simplicity and elegance require confidence. When we’re unsure, we complicate things.

Undue complexity shows a lack of command, and a corresponding lack of self-confidence.

The best simplicity requires mastery, and can display it beautifully.

In life, we move from simplicity to complexity, and, when we do it right, on to the greater and deeper simplicity that can emerge.
Simplicity and elegance require confidence. When we’re unsure, we complicate things.

Undue complexity shows a lack of command, and a corresponding lack of self-confidence.

The best simplicity requires mastery, and can display it beautifully.

In life, we move from simplicity to complexity, and, when we do it right, on to the greater and deeper simplicity that can emerge.

Complexity can hinder and constrain us. Masterful simplicity invites us forth.
Twisdom on Simplicity

Simplicity and elegance require confidence. When we’re unsure, we complicate things.

Undue complexity shows a lack of command, and a corresponding lack of self-confidence.

The best simplicity requires mastery, and can display it beautifully.

In life, we move from simplicity to complexity, and, when we do it right, on to the greater and deeper simplicity that can emerge.

Complexity can hinder and constrain us. Masterful simplicity invites us forth.

Complexity may be a journey, but it’s never the destination. Simplicity is the goal that alone can justify it.
3. Take Responsibility, End to End
3. Take Responsibility, End to End

- Assume Nothing. Own Everything.
3. Take Responsibility, End to End

- Assume Nothing. Own Everything.
- Always Oversee. Never Overlook.
3. Take Responsibility, End to End

- Assume Nothing. Own Everything.
- Always Oversee. Never Overlook.
- Honor Demands Honest Accountability.
4. When Behind, Leapfrog
4. When Behind, Leapfrog

4. When Behind, Leapfrog

- In Every Challenge, There is Opportunity.
4. When Behind, Leapfrog

- In Every Challenge, There is Opportunity.
- What You Don’t Do First, Do Better.
5. Put Products Before Profit
5. Put Products Before Profit

- Invest in Excellence. Rewards Follow.
5. Put Products Before Profit

- Invest in Excellence. Rewards Follow.
- Impact First, Then Income.
5. Put Products Before Profit

- Invest in Excellence. Rewards Follow.
- Impact First, Then Income.
- Priority Logic Matters.
6. Be No Slave
To Focus Groups
6. Be No Slave To Focus Groups

- Intuit What Needs To Be Done.
6. Be No Slave To Focus Groups

- Intuit What Needs To Be Done.
- Let the Customer Teach, Never Dictate.
6. Be No Slave To Focus Groups

- Intuit What Needs To Be Done.
- Let the Customer Teach, Never Dictate.
- Give Yourself Time to Think Different.
7. Bend Reality
7. Bend Reality

- Create New Possibilities.
7. Bend Reality

- Create New Possibilities.
- Don’t Let the Past Determine the Possible.
7. Bend Reality

- Create New Possibilities.
- Don’t Let the Past Determine the Possible.
- Expand Your Vision to Change Your World.
8. Impute
8. Impute

- Always Signal Greatness.
8. Impute

- Always Signal Greatness.
- Remember: Everything Matters.
8. Impute

- Always Signal Greatness.
- Remember: Everything Matters.
- Details Communicate How You Care.
9. Push For Perfection
9. Push For Perfection

- Good Enough Never Is.
9. Push For Perfection

- Good Enough Never Is.
- Perfection Takes Persistence.
9. Push For Perfection

- Good Enough Never Is.
- Perfection Takes Persistence.
- Yesterday’s Great Is Tomorrow’s Average.
But (you might say):

“Nothing’s Perfect.”
But (you might say):

“Nothing’s Perfect.”

- “Perfection is impossible.”
But (you might say):

“Nothing’s Perfect.”

- “Perfection is impossible.”
- “We live in an imperfect world.”
But (you might say):

“Nothing’s Perfect.”

- “Perfection is impossible.”
- “We live in an imperfect world.”
- “The very concept of perfection is a metaphysically idealized, tyrannical, and alienating abstraction.”
There’s a big difference between:

(A) “Nobody’s perfect.”

and

(B) “Nothing’s perfect.”
I submit to you that:

The Dogma of Universal Imperfection is FALSE.

And it’s maybe the world’s biggest excuse.
I submit to you that:

In a particular context,
At a particular time,
And
For a particular purpose,

Perfection is Possible.
Crucial Advice
For Powerful Goal Setting:

Do not allow what is very good to keep you from what is best.
10. Tolerate Only “A” Players
10. Tolerate Only “A” Players

- You Deserve the Best. So Do They.
10. Tolerate Only “A” Players

- You Deserve the Best. So Do They.
- Customers Want the Best.
10. Tolerate Only “A” Players

- You Deserve the Best. So Do They.
- Customers Want the Best.
- Only The Best Can Produce The Best.
11. Engage Face to Face
11. Engage Face to Face

- Others Spark Us. Talk In Person!
11. Engage Face to Face

- Others Spark Us. Talk In Person!
- Collaboration Takes Conversation.
11. Engage Face to Face

- Others Spark Us. Talk In Person!
- Collaboration Takes Conversation.
- Brainstorming Creates Breakthroughs.
12. Know Both The Big Picture and the Details
12. Know Both The Big Picture and the Details

- Be Bifocal. Think Big and Small.
12. Know Both The Big Picture and the Details

- Be Bifocal. Think Big and Small.
- Never Pride Yourself on Half the Formula.
12. Know Both The Big Picture and the Details

- Be Bifocal. Think Big and Small.
- Never Pride Yourself on Half the Formula.
- Excellence Requires Dynamic Balance.
13. Combine the Humanities with the Sciences
13. Combine the Humanities with the Sciences

- Read Widely to Innovate.
13. Combine the Humanities with the Sciences

- Read Widely to Innovate.
- Stock the Mind. Stimulate the Imagination.
13. Combine the Humanities with the Sciences

- Read Widely to Innovate.
- Stock the Mind. Stimulate the Imagination.
- Philosophize with Purpose.
14. Stay Hungry, Stay Foolish
14. Stay Hungry, Stay Foolish

- Passionate Nuts Own the Future.
14. Stay Hungry, Stay Foolish

- **Passionate Nuts Own the Future.**
- **Never Be Satisfied With The Status Quo.**
14. Stay Hungry, Stay Foolish

- Passionate Nuts Own the Future.
- Never Be Satisfied With The Status Quo.
- Creativity Stays a Step Ahead of Normal.
And, One More Thing ...
Put it all in Perspective:

Remembering that I’ll be DEAD soon is the most important tool I’ve ever encountered to help me make the big choices in life. *Because*...
It Reminds Me that Now is the time to:
Focus
Simplify
Take Responsibility, End to End
When Behind, Leapfrog
Put Products Before Profit
Be No Slave to Focus Groups
Bend Reality
Impute
Push for Perfection
Tolerate Only “A” Players
Engage Face to Face
Know Both the Big Picture and the Details
Combine the Humanities and the Sciences
Stay Hungry, Stay Foolish
And Why
Should I *Ever* Do Less?
And Why

Should I *Ever* Do Less?

These Are Our Jobs Exemplified By Jobs
Ok, Just One More Thing …
Steve’s Own Last Words
Steve’s Own Last Words

OH WOW
Steve’s Own Last Words

OH WOW

OH WOW
Steve's Own Last Words

OH WOW

OH WOW

OH WOW