

INSIDE STEVE'S BRAIN

The principles that guide Steve Jobs as he launches killer products, attracts fanatically loyal customers, and manages some of the world's most powerful brands.

LEANDER KAHNEY

LEANDER KAHNEY is news editor for *Wired.com*. He is also the primary author of *The Cult of the Mac* blog. He joined *Wired* after working for *MacWeek*. Mr. Kahney, a graduate of Sussex University, is the author of *The Cult of Mac* and *The Cult of iPod*. As a reporter and more recently an editor, Mr. Kahney has covered Apple Computer for more than twelve years.

The Web site for this book is at www.insidestevesbrain.com.

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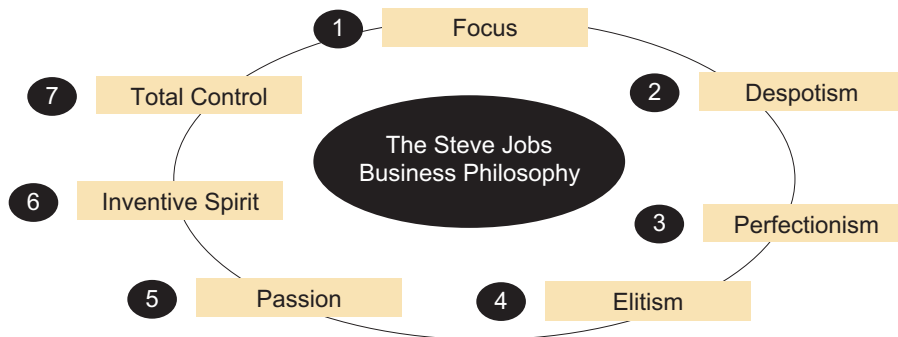
MAIN IDEA

It's normal when talking about Steve Jobs to dwell on his control-freak tendencies or his propensity to rant and shout when frustrated, but that's probably a little too superficial a view to take. The fact is Steve Jobs has single-handedly:

- Revolutionized the personal computer industry (in the 1970s with the Apple II and in the 1980s with the Mac).
- Built the world's most successful animated movie studio (Pixar).
- Dramatically impacted on the music industry in the 2000s (with the iPod and iTunes).
- Turned around a Fortune 500 company which appeared to be in a death spiral (Apple Computer).

In other words, say what you will about the difficulty of working with Steve Jobs, this self-made billionaire must be doing something right. He has generated too impressive a track record of billions of dollars of product sales for it all to be dismissed as dumb luck or fortuitous timing. Jobs has succeeded where many other highly competent companies have stumbled and fell.

When you try and boil down what it is Steve Jobs does differently, it all comes down to his seven distinct personality traits:



Steve Jobs succeeds because he takes what others would dismiss as personality flaws and turns them into a business philosophy that works in the real world.

Trait #1 – Focus Page 2

At a personal level, Steve Jobs excels at focusing on what he's good at and delegating the rest to others. The same philosophy applies to business. When he regained control of Apple, his first priority was to get the company focused on what it's good at.

Trait #2 – Despotism Page 3

When developing technology-based products, it's easy to try and cram more and more features in. You've got to have someone who makes the hard call to stop developing new things and start manufacturing and shipping. Steve Jobs is good at acting like a despot and making the hard calls.

Trait #3 – Perfectionism Page 4

Steve Jobs has an obsession with the pursuit of excellence. Pure and simple, he lives to make great products, to do great things and to avoid compromises of any kind. He's perfectly willing to keep doing things over and over until he gets them just right – or scrap the product altogether.

Trait #4 – Elitism Page 5

Steve Jobs believes strongly in partnering with A-players and firing all the bozos. He consistently seeks out the highest quality talent and recruits them to his projects. He attracts great people and then lets them do great work for him.

Trait #5 – Passion Page 6

To say Steve Jobs is passionate about what he does is an obvious understatement. More than anything, he aspires to "put a ding in the universe" – to do great things. In everything Jobs does, there is always an intense sense of mission.

Trait #6 – Inventive Spirit Page 7

An ongoing source of inspiration and new product ideas for Apple is the fact Steve Jobs pays careful and deliberate attention to the customer experience. He has good instincts for what customers will like. Jobs is certainly not infallible in this area, but his alertness is the creative spark for many great ideas.

Trait #7 – Total Control Page 8

Without any doubt whatsoever Steve Jobs is a no-compromise perfectionist. He always wants to maintain complete and total control over any hardware, software or access services he creates. This approach has always been regarded as Apple's Achilles heel but now that customers are clamoring for devices which are well-made and easy-to-use – like the iPod – controlling the whole widget rather than just one part just might turn out to be the right business model as the digital entertainment age comes into full bloom.

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