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# Steve Jobs Biography Summary PDF Cheatsheet —

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### **? 1. Chase Your Curiosity: Steve Jobs pursued his interests in tech and spirituality with great intensity**

Young Steve Jobs pursued his interests with more intense focus than most people. He loved electronics, so he met like-minded geeks like Steve Wozniak. Together, they sold a simple Blue Box gadget that allowed free long-distance phone calls. He also loved spirituality, so he dove deeply into Zen, meditation, vegan diets, fasting and psychedelics.

### **? 2. Do What You Believe In: Jobs wanted to build products that were superior and a company that lasted**

Jobs and Wozniak went to a Homebrew Computer Club, where they had the idea to sell their own computer circuitboards under the name Apple I. Then they found an investor Mike Markkula to fund the creation of a much more polished computer called the Apple II. It sold over 6 million units and helped personal computers reach mainstream consumers. They tried making each new product better than the last.

### **? 3. Great Artists Steal: The original ideas behind the revolutionary MacOS were invented at Xerox**

In 1983, the Apple Lisa was the first commercial computer with a graphical user interface (GUI). It was a big improvement over text-based interfaces of the past, but sold poorly due to price. The research center Xerox PARC invented the GUI, but Apple executed it very well, and later Microsoft would bring the same concept to IBM PCs, which had begun dominating the market.

### **? 4. Strive for Simplicity: Jobs used intuition to make products as easy to use as possible**

Steve Jobs always pushed his teams to make products more simple and easy to use. He did it by removing anything unnecessary, even on/off switches and cooling fans. With all Apple products, Jobs had a clear feeling that he was aiming for, and kept refining the design until it felt right.

### **? 5. Lead With a Mission: Jobs connected products to a larger identity or movement**

Leadership and marketing gain power when they connect a product to an inspiring identity or larger movement. Jobs convinced Sculley to be Apple's next CEO by challenging him to "change the world." He launched the Macintosh not as a computer, but as an opportunity to fight 'the system' and later Apple was positioned as the brand for those who "think different."

### **? 6. Distort Reality: He often made the impossible happen by ignoring whatever didn't fit his vision**

Steve Jobs was said to have a "reality distortion field" that allowed him to ignore inconvenient facts and push employees to do their best work. Many of his big successes at Apple and Pixar came from this ability to motivate others in a charismatic way. But many of his personal flaws and failures also came from this tendency to ignore the reality that products needed to be practical.

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## **?? 7. Make Great Products: Jobs restored Apple by eliminating waste and making exciting new tech**

11 years later, Apple bought NeXT for their software expertise, which meant the return of Steve Jobs. He made Apple profitable again through big changes like replacing the corporate board, cutting 70% of products, firing 3,000 employees and streamlining operations. Then he launched a new era of design-focused computers starting with the colourful iMac.

## **? 8. Change Things: He actively reinvented Apple with products like iPod, iTunes and iPhone**

Jobs knew that for Apple to last, it needed to be a company that constantly reinvented itself. So he moved them into new industries, from just selling computers to selling music, phones, apps and online services. Sometimes that required painfully sacrificing past success, like when iPhone largely replaced iPod sales.

## **? 9. Face Death: Being diagnosed with cancer gave Jobs clarity about his life purpose**

Jobs was first diagnosed with cancer in 2003 and he died from it in 2011. In a speech, he said that remembering death was the best way for us to understand what is important, make big life choices and become free of our fears and limitations.

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