

THE LIFE OF STEVE JOBS

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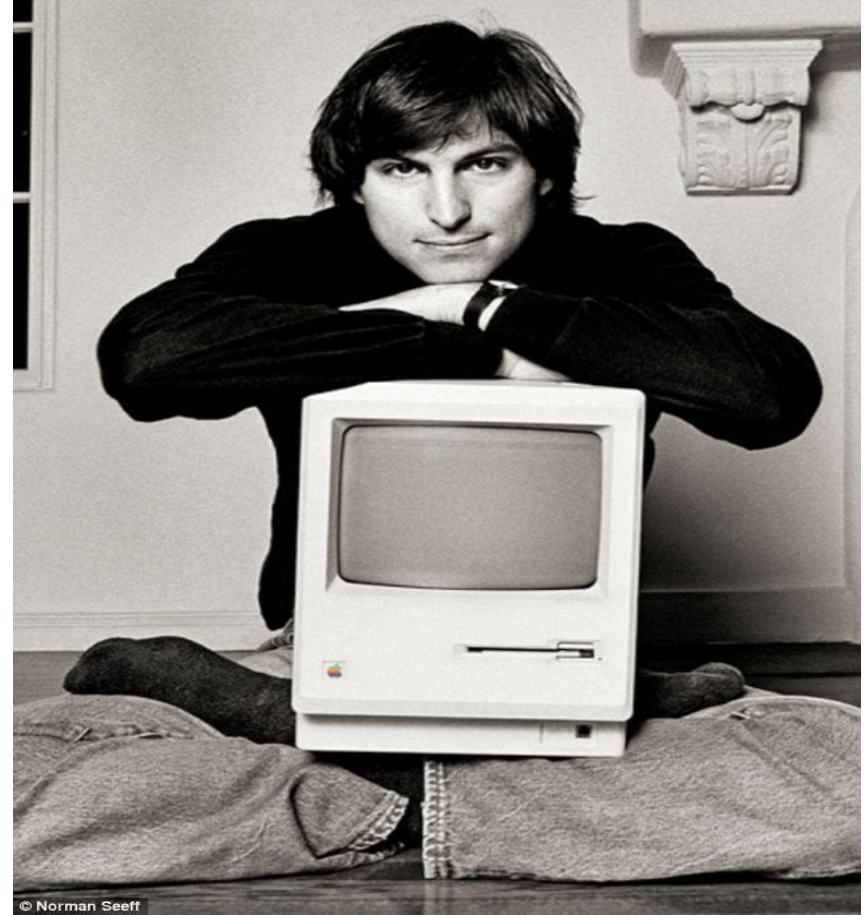
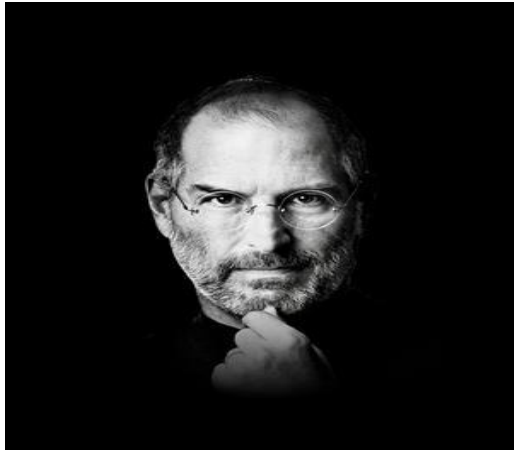
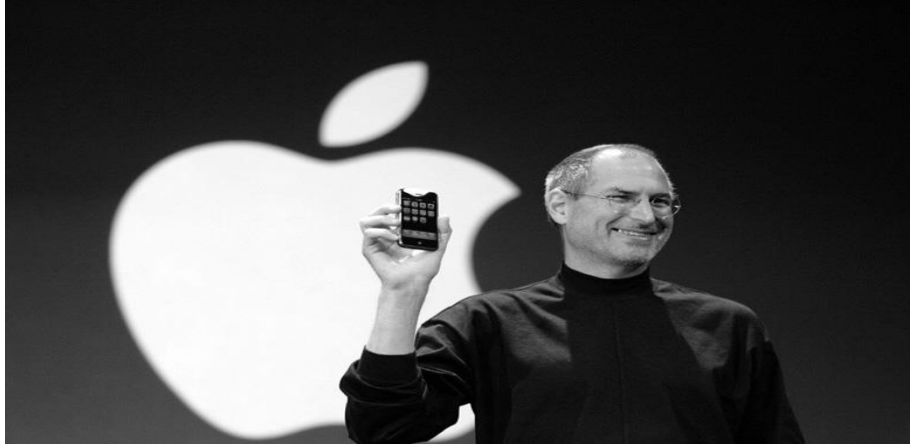
Steve Jobs
1955 - 2011



Introduction

From the day he was born on February 24, 1955, Steven Paul Jobs has been blazing his own path. As the CEO of Apple Computer and CEO and Chairman of Pixar, Jobs is today recognized as one of the top leaders and visionaries of both the computer and entertainment industries and is worth an estimated \$4.4 billion. Steve Jobs, the mastermind behind Apple's iPhone, iPad, iPod, iMac and iTunes, has died on October 5, 2011, when he was 56 years old.

The visionary that changed the lives of millions.



Steve Jobs

- **Born** :- Steven Paul Jobs, February 24, 1955
San Francisco, California, U.S.
- **Died** :- October 5, 2011 (aged 56)
Palo Alto, California, U.S.
- **Cause of death** :- Pancreatic neuroendocrine tumor

Steve Jobs

- **Occupation** :- Co-founder, Chairman, and CEO of Apple Inc.
Primary investor and Chairman of Pixar
Founder, Chairman, and CEO of NeXT
- **Spouse(s)** :- Laurene Powell

Steve Jobs Life

- Born 24th Feb, 1955 in San Francisco, Steve was an adopted child.
- He did his schooling from Los Altos city and later dropped out from his college.
- Studied Eastern mysticism.
- At 19, got his first job at video-game manufacturer Atari.
- Had interest in electronics.

Steve Jobs Life

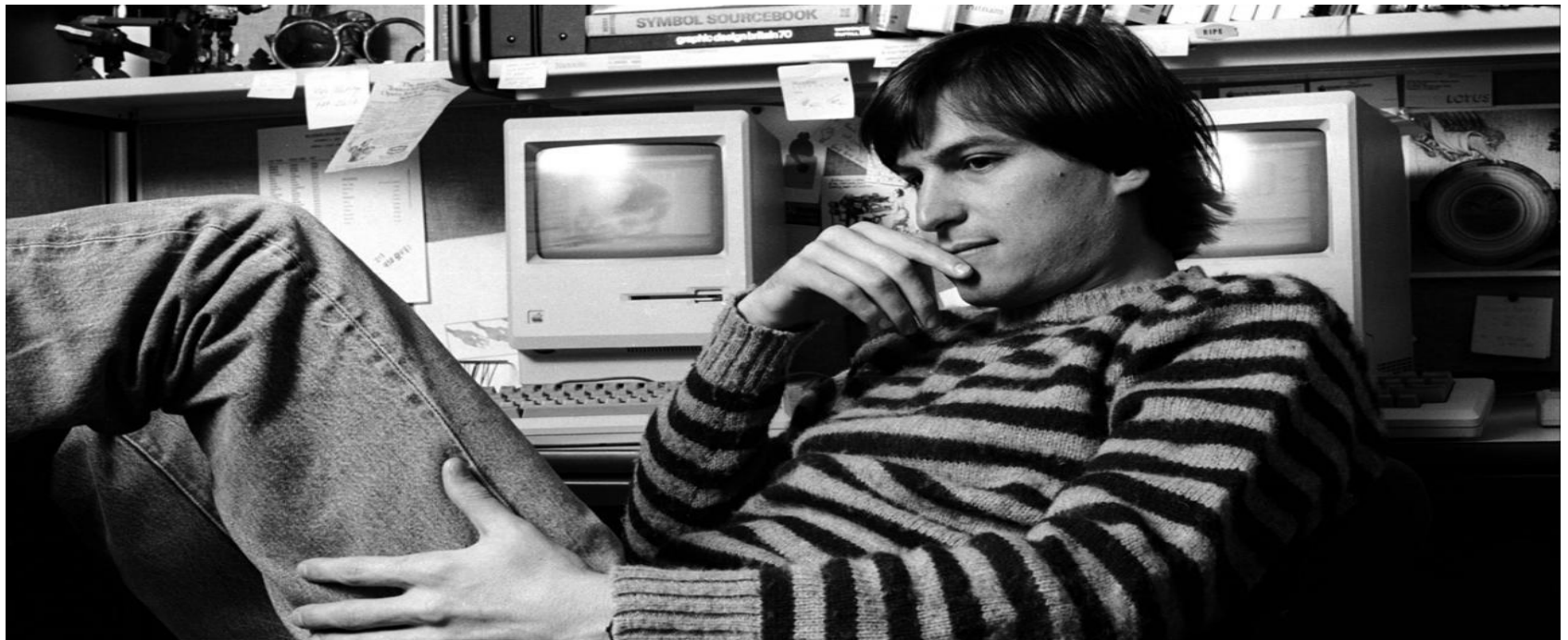
- **He Skipped 5 th grade**
- **Took his first electronics class in high school**
- **After school, attended lectures at the Hewlett Packard company where he met Steve Wozniak during work.**

Steve Jobs Life

- **Graduated high school in 1972**
- **Enrolled in Reed College in Oregon**
- **Dropped out after one semester**

Steve jobs

- The decision taken by Steve was very scary for him but after he realized that whatever decision has been taken was best for himself.



Steve jobs

- Now he started to do work which he was interested.
- That was not so easy as we are thinking , he don't have shelter to live so he used to live in his friends small room and sleep on the floor.



Steve jobs

- **He also sold the empty cold rinks bottle so, whatever money received he spent to take meal for him.**
- **Every Sunday he went to Hare Krishna Temple by walking 11 kms. For taking free meal provided by temple.**
- **He also came to India in 1993 with his friend for visiting Temples and Mountains of North India.**

Steve jobs

- **After getting lots of inspirations from Indian culture he went back California and decide path for further journey.**
- **Reed College is known for teaching best calligraphy in the world so he went to that college and learn the calligraphy.**
- **He didn't even know that how much calligraphy is use for him in future.**

Steve jobs

- At the age of 20 he made a computer with his friend with the help of calligraphy named “Macintosh”.
-



**Macintosh is
considered
as #1 computer for the
typography at that
time.**

Steve jobs



- **If Steve Jobs never study calligraphy we cant ever imagine fonts which is used in routine work of our personal computer because with the help of calligraphy he invented fonts in PC.**

Steve jobs

- By way of hard work and passion he started a new company that is “Apple”



Downfall – parting from Apple

Sales began to fall down.

**John interested in more sale
of Apple II, while jobs
interested in marketing
of Mac's and New products.**



Jobs resigned from Apple in 1985.

Steve Wozniak quit Apple in 1985.

Steve Jobs later said:-

“I didn’t see it then, but it turned out that getting fired from Apple was the best thing that could have ever happened to me. The heaviness of being successful was replaced by the lightness of being a beginner again, less sure about everything. It freed me to enter one of most creative periods of my life”.

Starting all over again

Jobs decided to start his own company. Founded NeXT computer in 1989. The operating system of the computer, was called NeXTSTEP.

NeXT turned a profit for the first time in 1992. The company wanted the NeXT computer to end up in School. But unfortunately, the computer did not sell well because of its black and white screen. Sales were so bad, that they started selling the computer to Businesses.



Jobs was criticized for wasting money that belonged to the company in 1993. Closed a NeXT factory in the February. Laid off half of the employees and stopped making computers.



Also started Pixar

Pixar, however was a success story. At the time, Pixar was making hardware and software. But Jobs decided to close the hardware business because it was not making enough money. Pixar focused on their software that created 3D animation.

P I X A R



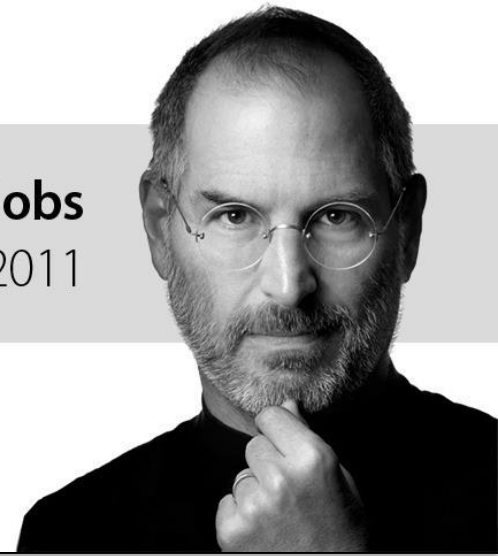
Pixar even signed a contract with Disney but Disney ended up canceling the contract to make the movie that would become the Toy story. Jobs was at the lowest point of his career. After that Toy story was rewritten and Disney like it, but realized the potential of the movie and Pixar's association with Disney. Toy story was the first computer – generated animated movie. Jobs owned 80% of Pixar's stock success. In 1995, Apple was having worst year ever. Gil have decided to purchase NeXTSTEP and use its operating system to replace the Mac OS. Jobs was back at Apple.

Steve Jobs

HONORS AND AWARDS

Steve Jobs

1955 - 2011



1985 : National Medal of Technology

(with Steve Wozniak)

1987 : Jefferson Award for Public Service

1989 : “Entrepreneur of the Decade”

by Inc. Magazine

HONORS AND AWARDS

- 2007** : Steve Jobs being named as the “most powerful person” in business by Fortune Magazine and inducted into the California Hall of Fame located at the California Museum for History, Women and the Arts
- 2012** : Grammy Trustees Award, an award for those who influence the music industry in areas that are unrelated to performance
- 2013** : Having the induction as a legend of Disney

ENTRY OF CEO



Recruited



- **Steve Jobs recruited John Sculley, the head of PepsiCo, to be its new chief executive officer.**

ENTRY OF CEO

- **“Do you want to spend the rest of your life selling sugared water, or do you want a chance to change the world?” Jobs famously said.**
- **Jobs was Apple’s chief visionary, a role that put him in charge of the team developing Apple’s next revolutionary product, the Macintosh computer.**

DISPUTE STARTED

- **The Mac debuted in 1984 to rave reviews but disappointing sales, putting a financial strain on the company – and fraying Job’s relationship with John Sculley.**
- **“Jobs basically created his own team to create his own product, the Macintosh.**

MACINTOSH TEAM

- His team actually had its own building.
He even flew the pirate flag there.



PIRATE FLAG OF APPLE



STEVE JOBS

- **The Jobs-Sculley relationship was further strained by complaints from workers on the Mac team about their demanding boss, according to William Simon, co-author of “iCon: Steve Jobs, the Greatest Second Act in the History of Business.”**

REMOVED JOBS

- **A power struggle erupted between Sculley and Jobs.**
- **In the spring of 1985 Apple's board sided with the CEO, removing Jobs from his command of Macintosh group.**

CHANGES IN ROLE

- **“They basically stripped Jobs of responsibilities and gave him an office that he referred to as ‘Siberia’. Well, someone like Steve Jobs could not sit in Siberia,” Deutschman said.**
- **“Jobs told his closest friends and colleagues that it was a betrayal.”**



HEALTH OF STEVE JOBS

- **Apple CEO Steve Job's health became a topic of intense interest.**
- **In 2004 his first surgery had done.**
- **In 2009 he had liver transplant.**
- **On 5th October 2011, 'he took his last breath.**

MORAL OF THE STORY

- **You can't do it all yourself.**
- **If you want to sell an idea, product or service, put yourself in the other person's shoes.**
- **You don't beat the competition at their game. You redefine the game.**
- **Are you doing work you'd be proud to show your friends and family?**

If I try my best and fail,
well, I've tried my best.



YOUR TIME IS LIMITED, DON'T WASTE IT LIVING SOMEONE ELSE'S LIFE. DON'T BE TRAPPED BY DOGMA, WHICH IS LIVING THE RESULT OF OTHER PEOPLE'S THINKING. - STEVE JOBS



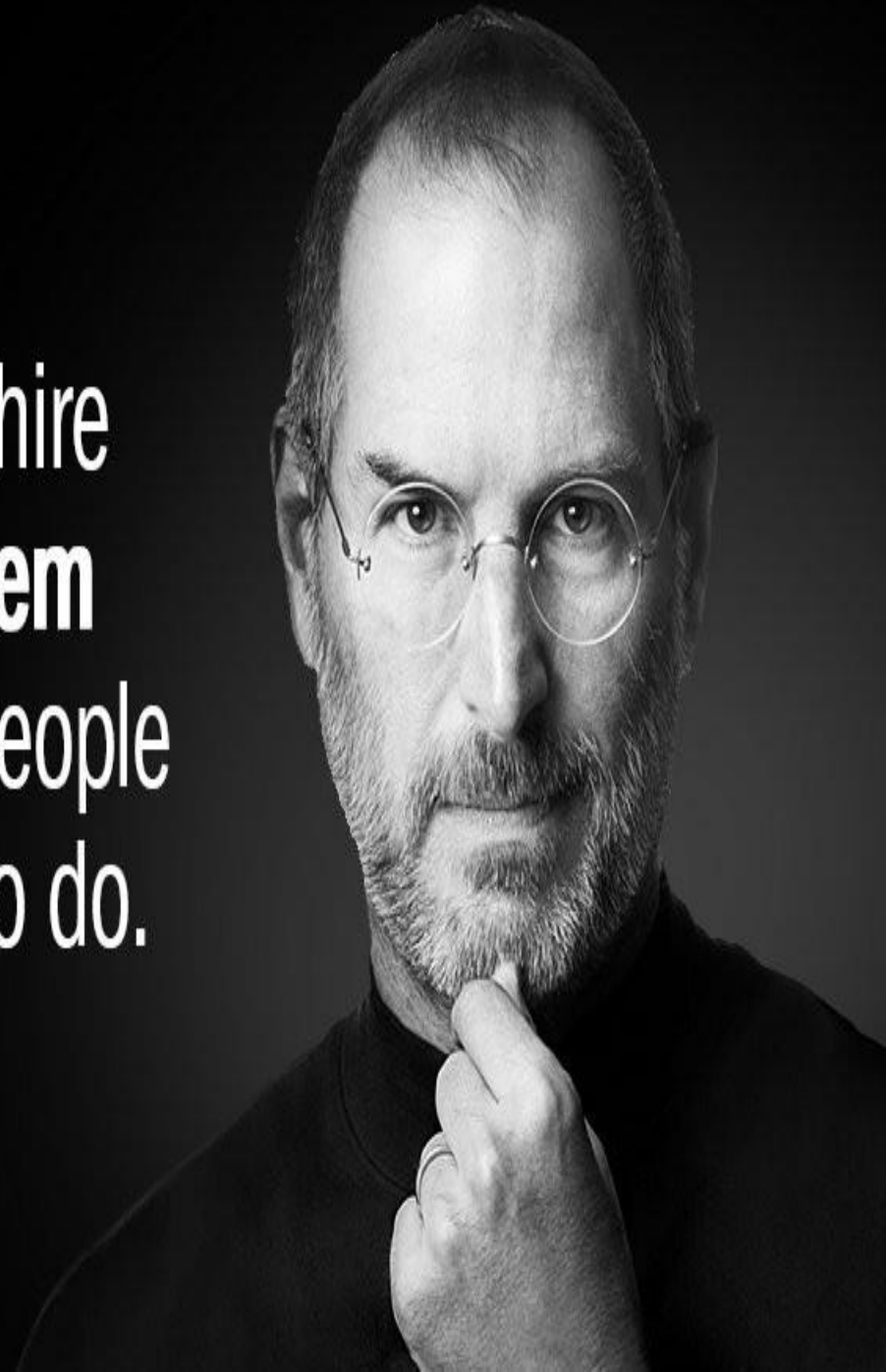
The only way
to do great
work
is **to** love what
you do.

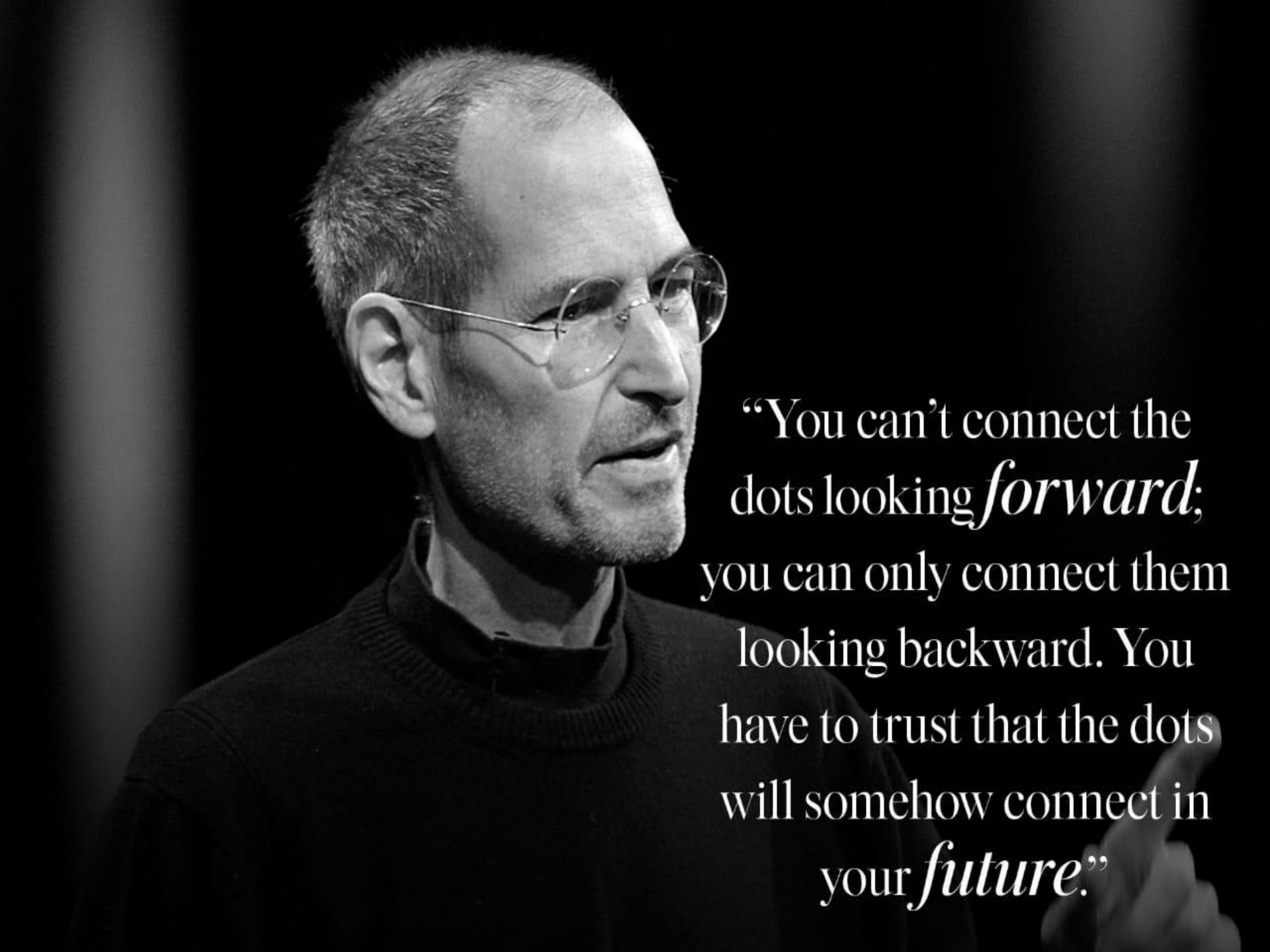
- Steve Jobs



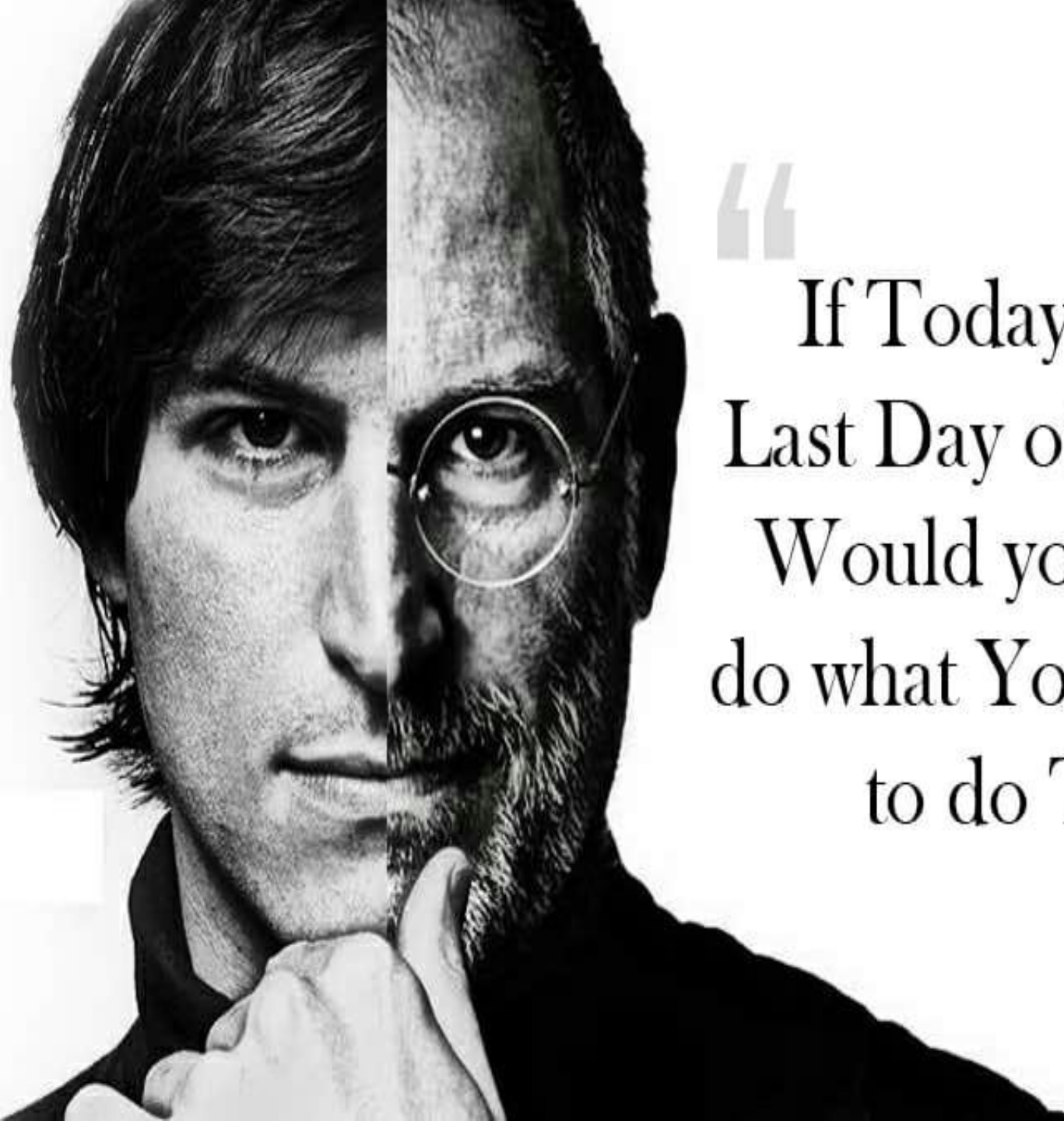
It doesn't make sense to hire
smart people and **tell them**
what to do; we hire smart people
so they can **tell us** what to do.

– *Steve Jobs*



A black and white photograph of Steve Jobs, looking slightly to the right. He is wearing his signature round glasses and a dark turtleneck sweater. The background is dark and out of focus.

“You can’t connect the dots looking *forward*; you can only connect them looking backward. You have to trust that the dots will somehow connect in your *future*.”



“

If Today were the
Last Day of Your Life,
Would you Want to
do what You are About
to do Today?

”



Think different

APPLE

- It is a “**Trillion Dollar Tech Company**”.

2 Facebooks,

7 Netflixes &

42 Twitters.

THANK YOU