Leading Apple With Steve Jobs: Management Lessons From a Controversial Genius

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A former Senior VP of Apple shares how Steve Jobs motivated people to do the best work of their lives

Jay Elliot was hired personally by Steve Jobs, just in time to accompany him on the last of his historic visits to Xerox's Palo Alto Research Center, the visits that changed the course of computing. As Senior VP of Apple, Jay served as Steve's right-hand man and trouble-shooter, overseeing all corporate operations and business planning, as well as software development and HR. In *Leading Apple with Steve Jobs*, Jay details how Steve managed and motivated his people—and what every manager can learn from Jobs about motivating people to do the best work of their lives.

Steve Jobs used the phrase "Pirates! Not the Navy" as a rallying cry—a metaphor to "Think Different." In the days of developing the Macintosh, it became a four-word mission statement. It expresses the heart of Apple and Steve. The management principles that grew out of that statement form the backbone of this book.

- Explains how to find talented people who will understand your objectives and be able to make a contribution to that effort
- Lists traits that can determine whether a person will be so committed to the vision that they will provide their own motivation
- Explains how to ensure that your employees hold an allegiance to the captain and to his/her shipmates, and also possess the ability to come up with original, unique ways to approach a problem, and be self-guided with a strong sense of direction

Leading Apple with Steve Jobs will shift your thought paradigm and inspire you to assemble and lead innovative teams.

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