

Secret of success of Steve Jobs

Good morning, teachers and students. Today, I'd like to share with you the secret of success of a famous American inventor, designer and entrepreneur, Steve Jobs.

Steve Jobs was born in 1955. In 2003, Steve discovered that he had cancer. He died in 2011 following a long battle with cancer. Steve loved electronics very much. He was creative and innovative.

Steve Jobs was the founder of Apple Computers. Under Steve Jobs' guidance, the Apple Company introduced a series of revolutionary technologies, including the Macbook, iPhone, iPod and iPad. In 2007, Steve Jobs and the Apple Company designed and marketed the iPhone. Steve aimed at making the machine or phone smaller, cheaper and accessible to everyday consumers.

According to Steve Jobs, the letter "i" in "iPhone" (as well as in "iMac", "iPod" and "iPad") stands for five things. They are the so-called five "i"s. The first "i" stands for "internet". Internet is the global system of interconnected computer networks. It carries a vast range of information, resources and services. The second "i" stands for "individual". The iPhone is designed for one person. It is unique and people-oriented. The third "i" stands for "instruct". The iPhone aims at teaching people a practical skill. The fourth "i" stands for "inform". The iPhone aims at providing people with different data. The fifth "i" stands for "inspire". The iPhone is designed to give people artistic or imaginative ideas. With the hard work and great effort of Steve Jobs, the Apple Company has been ranked Number 1 on *Fortune* magazine's list of "America's Most Admired Companies," as well as Number 1 among Fortune magazine's 500 companies for returns to shareholders.

With such a great achievement, Steve Jobs is the right person to share with us the importance of creativity and cooperation with other people. **To start with, Steve Jobs emphasized the importance of creativity.** Let me share with you his famous wise sayings on creativity. First, "What is Apple, after all? Apple is about people who think 'outside the box,' people who want to use computers to help them change the world, to help them create things that make a difference, and not just to get a job done." Steve strongly believed that people must learn to think outside the box and be creative. Second, "Your time is limited, so don't waste it living someone else's life. Don't be

trapped by dogma (belief) - which is living with the results of other people's thinking. Don't let the noise of others' opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition (直覺).” Steve believed in the importance of creativity and intuition. Intuition is the ability to know something by using your feelings rather than considering the facts. So don't just follow the standard facts, sometimes, you need to be creative and follow your feelings. Third, “Creativity is just connecting things. When you ask creative people how they did something, they feel a little guilty because they didn't really do it, they just saw something. It seemed obvious to them after a while. That's because they were able to connect experiences they've had and synthesize (綜合) new things.” Sometimes, we think that it is very difficult to be creative, but Steve encouraged us that it is not so difficult to be creative. Read more books, build up your knowledge and try to connect your knowledge and things together. Then, you will be creative.

Secondly, Steve Jobs emphasized the importance of cooperation with other people.

Let me share with you his famous wise sayings on cooperation with other people. First, “Great things in business are never done by one person. They're done by a team of people.” Steve strongly believed in the importance of cooperation. Second, “I'm an optimist in the sense that I believe humans are noble and honorable, and some of them are really smart. I have a very optimistic view of individuals.” Third, “Technology is nothing. What's important is that you have a faith in people, that they're basically good and smart, and if you give them tools, they'll do wonderful things with them.” In other words, Steve believed in others. He had trust in other people. Fourth, “It's not the tools that you have faith in - tools are just tools. They work, or they don't work. It's people you have faith in or not.” So one more time, Steve Jobs trusted other people.

In conclusion, boys and girls, learn from Steve Jobs the importance of creativity and cooperation with other people.