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“Imagination is more important  
than knowledge”  
Albert Einstein

# THE INNOVATION SECRETS OF STEVE JOBS

By Carmine Gallo

History shows that the greatest innovations have been introduced in periods of severe economic stress. A 2009 Booz & Company report noted, “Television, xerography, electric razors, FM radio, and scores of other advances were produced during the Great Depression.”

We are coming out of another Great Recession where everyone is talking about doing more for less, so it may be for this precise reason that a need for creativity and innovation is called for, compared to more ‘normal’ times.

One of the key success stories for innovation over the past decade has been Apple, led by Steve Jobs. He is not one for workshops or using systems to create innovation and although a book might sound the exact opposite of what Steve Jobs preaches, **The Innovation Secrets of Steve Jobs** by **Carmine Gallo** aims to give readers an insight into the principles rather than a set formula.

Steve Jobs returned to Apple in 1996 with the organisation on the brink of bankruptcy but 14 years later Apple is worth over \$200 billion. Although he wasn't the sole reason for the remarkable turnaround and a great deal of credit should go to Jonathan Ive, Apple's Chief Designer, it is Steve Jobs who has spearheaded Apple's astonishing success.

Steve Jobs is a very reclusive CEO, yet Carmine Gallo was able to get under the skin of what makes him tick by interviewing a significant number of people who were there at the start of several of Apple innovations. He uses this information to provide an excellent account into the seven principles behind the success.

- i) Do What You Love - follow your heart;
- ii) Put a Dent in the Universe – work with like minded people to change ideas into innovation;
- iii) Kick-Start Your Brain – innovation requires creativity so broaden your experience;
- iv) Sell Dreams, Not Products – help people reach their dreams/ambitions;
- v) Say no to 1,000 Things – eliminate the unnecessary so the necessary can speak;
- vi) Create Insanely Great Experiences – creating lasting emotions with your customers;
- vii) Master the Message – create a storyline, get people excited.

For each of the seven principles Gallo offers two chapters, one explaining the driving force behind Steve Jobs, and the second using stories from leading business people and world leaders.

The book is easy to follow once you understand what each of the principles stands for.

**Do What You Love** is quite simply your **Career**. Steve Jobs left college after one semester as he wasn't interested in the subjects. Instead he started taking calligraphy courses because he loved the beautiful fonts. The Mac was the first computer with beautiful typography and Windows soon followed.

The second principle **Put a Dent in the Universe** is about the **Vision**. On May 25, 1961, President John F. Kennedy set a vision “I believe this nation should commit itself to achieving the goal, before this decade is out, of landing a man on the moon and returning him safely to Earth.” Just over eight years later, after numerous obstacles and competition with the Soviet Union, Neil Armstrong stepped onto the moon stating the now immortal words, “That's one small step for a man, one giant leap for mankind.”

**Thoughts** or **Kick-Start Your Brain** helps the reader see things differently. It sounds pretty simple, leave your comfort zone, embrace change and connect things which are not alike by using analogies and metaphors.

**Sell Dreams, Not Products** and **Say No to 1,000 Things** are possibly the two principles which most of us believe Apple excels in: **Customers** and **Design**. It's quite simple to see how Apple succeeded with these two principles, combing a personal music device and the ability to download music could be the best example of innovation seen this millennia.

We want our customers to come back to us time-after-time and we can really achieve and sustain this if we **Create Insanely Great Experiences**. The **Experience** that Apple generates is created out of a need to enrich people's lives. The Apple store around the corner from our offices on Regent Street is the most profitable per square foot in London; the store on Fifth Avenue, New York, generates higher sales per square foot than both its neighbours, Saks and Tiffany. Apple's stores don't have any sales people; they only have consultants and experts in an uncluttered, hands-on environment based in the most popular areas.

The **Story** or **Master the Message** is possibly the hardest principle to perfect. How do you use "amazingly zippy words" without sounding like a used car salesman and at the same time convince others that your ideas are truly great? One key point is understanding the rule of three, the human mind can only retain three or four "chunks" of information. Watch the iPad presentation and you will see this used to perfection.

*"Apple changed the world with the Mac and hasn't stopped innovating since. Carmine Gallo reveals the secrets and gives you the tools to unleash your inner Steve."*

**Marc Benioff, chairman and CEO of salesforce.com and author of the national bestseller *Behind the Cloud***

*"Steve Jobs has reinvented music distribution, the mobile telephone, and book publishing. You might want to take a look at how someone creates multi-billion dollar ideas, and turns them into multi-billion dollar products that everyone loves and admires. This book is not an option. Buy it now, bank it tomorrow."*

**Jeffrey Gitomer, author of *The Little Red Book of Selling***

**Carmine Gallo** is an author and columnist for Bloomberg BusinessWeek and a keynote speaker. He has appeared on CNBC, NBC, CBS, MSNBC.com, BNET, Forbes.com, and in the *New York Times*, the *Wall Street Journal*, and *Investor's Business Daily*.

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