



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Everyone's Smart University

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Section

Master

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PROJECT LEADERSHIP

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STEVE JOBS

Steve jobs is the myth of entrepreneurial creation, Steve Jobs cofounded Apple in his parents' garage in 1976, returned to rescue it from near bankruptcy in 1997, and by the time he died in October 2011, had built it into the world's most valuable company, He thus belongs in the pantheon of America's great innovators, he has the ability to make decisions and intelligent to introduce the product, history will remember how he applied imagination to technology and business.

The essence of Jobs, I think, is that his personality was integral to his way of doing business. He acted as if the normal rules didn't apply to him, and the passion, empathy, and eagerness he brought to everyday life were things he also poured into the products he made. His alert and assertive were part and parcel of his perfectionism.

The thing that affected me and made me choose him " the visioning and communicating " When Jobs returned to Apple in 1997, it was producing a random array of computers and peripherals, including a dozen different versions of the Macintosh. After a few weeks of product review sessions, he'd finally had enough. "Stop!" he shouted. "This is crazy." He grabbed a Magic Marker, padded in his bare feet to a whiteboard, and drew a two-by-two grid. "Here's what we need," he declared. Atop the two columns, he wrote "Consumer" and "Pro." He labeled the two rows "Desktop" and "Portable." Their job, he told his team members, was to focus on four great products, one for each quadrant. All other products should be canceled. There was a stunned silence. But by getting Apple to focus on making just four computers, he saved the company. "Deciding what not to do is as important as deciding what to do," he told me. "That's true for companies, and it's true for products.

My personal leadership style is " Visioning and Communicating " and how effective it has been for me, From my personal perspective, these qualities are the basis for any successful project manager.