

iGod: Steve Jobs

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Core Values behind the CEO of the Century

A long time ago, my mother gave me the first lesson of the English language: the alphabet, 'A' for apple, 'B' for ball, and so on. Later in primary school, I remember my teacher saying, "An apple a day keeps the doctor away." Above all, apple has always been a fruit for me.

Recently, I was quizzing my 5 year old niece on the alphabet. I asked her, "Name something the letter 'A' stands for." With excitement, she said, "Apple!" Then, I said, "What is an apple? Show me." Then, she rushed across the room, reached over the table, and ran back to me with a Mac Book Pro in her hands. I laughed and kept quizzing her. We arrived at the letter 'I' and she responded, "iPod!" After this incident, I was truly aware of the impact a brand can have on the kids of this age. I wasn't completely surprised that a 5 year old was well versed with the brand. To create a fashionable product with a user friendly interface was Steve Jobs' vision which has now become a reality. Everything that Apple has launched so far has had an impact on the lives of millions of people around the globe. Today, Apple has become a fad. Furthermore, Apple is a brand with technology that is fully globalized and easily accessible by anyone regardless of their age, gender, or race.

So, how was one human being able to change the world? What was his secret? Why was Jobs able to create innovative products that impacted our life style? Let's find out how some core values that Jobs possessed helped him create today's greatest technological venture.

Love

Love what you do, and do it with passion. Follow your dream, have faith, take responsibility, work hard, and do whatever it takes to make your dream a reality. "You've got to find what you love. And that is as true for your work as it is for your lovers. Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle," said Jobs in the graduation speech he addressed to the class of 2005 at Stanford University. Love, is why Jobs was able to grow a company that was started in a

garage to a multibillion dollar enterprise. One should pursue his or her passion and love it because it is the only thing that will fuel one with energy and enthusiasm.

Resilience

Never lose hope. Steve Jobs was adopted. He dropped out of college. He slept on the floor in his friend's house. He walked seven miles every day to a temple for food. He returned empty coke bottles to save money for food. Still, he never lost hope. He is a real world example of rags to riches. It is not about succeeding or failing. It is about never losing faith and always taking action. It is important to get back up every time you fall. Sometimes, life presents you with unexpected bumps. These bumps will help you grow as they make you step out of your comfort zone. People who are resilient will always bounce back and convert challenges into opportunities. Your dreams and your actions define you. Don't let others define you with what they tell you to do or not do.

Values, therefore, are very important in the making of a person. If you are empowered with strong fundamental human values, then you can defeat any obstacle that stands in your way. Human values will help you successfully face any challenges you encounter throughout your life irrespective of the circumstances. Life is an opportunity full of colors. You have the power to control your own destiny.