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THE INNOVATION SECRETS OF STEVE JOBS

Insanely Different Principles for Breakthrough Success

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CARMINE GALLO is a communication skills coach who works with CEOs and executives at leading companies including Intel, IBM, Chase, Nokia, The Home Depot, Bank of America and others. He is the founder of his own consulting firm, Gallo Communications. Mr. Gallo is an accomplished keynote speaker and seminar leader who speaks in the U.S. and in many other parts of the world. In addition to writing a weekly leadership and communication skills column for *BusinessWeek.com*, Mr. Gallo is the author of four books including *The Presentation Secrets of Steve Jobs*, *Fire Them Up!* and *10 Simple Secrets of the World's Greatest Business Communicators*. Mr. Gallo has worked for CNN, TechTV, CNET and CBS and has won an Emmy award for his work.

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MAIN IDEA

Steve Jobs, cofounder and CEO of Apple, the electronic powerhouse, is widely regarded as one of the most successful innovators in history. How does he pull that off? Well, for one thing, he doesn't believe a rigid step-by-step method exists for innovation. Nor do Apple employees attend classes or seminars on "How to innovate". Instead, Steve Jobs has achieved genuine breakthrough success by applying seven general principles:

<p>The Seven Principles Steve Jobs Uses to Innovate</p>	▶ 1	Do what you love	Follow your heart and your passions
	▶ 2	Aspire to change the world	Attract other people who want to do great stuff
	▶ 3	Kick-start your brain	Get broad experiences and connect the dots
	▶ 4	Sell dreams, not products	Build products to help people fulfill their dreams
	▶ 5	Say no to the unnecessary	Simplicity is the ultimate mark of sophistication
	▶ 6	Create insanely great experiences	Create deep, lasting emotional connections
	▶ 7	Master delivering the message	Work to turn product launches into an art form

Principle #1 – Do what you love Page 2

Follow your heart and do things you feel passionate about deep down inside your soul. Steve Jobs has spent his entire adult life trusting his curiosity and figuring out answers to questions he personally found challenging. Doing that has made him a billionaire many times over and given the world some impressive innovations like the iPod, iPhone, iMac, Apple Store and iPad.

Principle #2 – Aspire to change the world Page 3

Steve Jobs wants to "put a dent in the universe" – he wants to do things and make products which will make a difference for lots of people. By making that his preeminent goal, he attracts other people who want to be involved in projects which become the stuff of legend in the technical world. Steve Jobs has sweeping visions and that appeals to and attracts other A-players.

Principle #3 – Kick-start your brain. Page 4

Steve Jobs has suggested creativity is usually nothing more than taking what is already working in one field and applying it somewhere else. To create the most fertile conditions for those connections to happen, you have to kick-start your thinking by getting fresh input all the time. The more diverse the experiences you have, the more creative you can become.

Principle #4 – Sell dreams, not products. Page 5

Instead of selling products, sell tools people can use to realize their dreams. Make it clear you believe they can change the world for the better and want to be part of their ongoing success and people will respond with enthusiasm. View your customers as real people with aspirations rather than merely as eyeballs for what you pitch.

Principle #5 – Say no to the unnecessary Page 6

Apple is an excellent example of the principle simplicity is the ultimate form of elegance and sophistication. The company has done exceptionally well by reducing its product line and doing a few things well rather than trying to be in every product niche. Do everything you can to reduce and ideally eliminate complexity in your business and in your products.

Principle #6 – Create insanely great experiences Page 7

The only true purpose for building any product or offering any kind of service is to create memorable experiences for customers. Never forget that or lose sight of this goal. To succeed, you have to enrich the lives of your customers in tangible and real ways that they will value. Let your imagination run wild on the ways you can create great experiences.

Principle #7 – Master delivering the message Page 8

It's all well and good to have a great message but you also have to convince others that your great idea really is a great idea. This is where Steve Jobs shines. He is the world's greatest corporate storyteller. You might not be able to do as well as he does at this but you should try and get better at thinking differently about how you present your message to the world.

