

Steve Jobs silly mistakes

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1. Hire John Sculley to run Apple



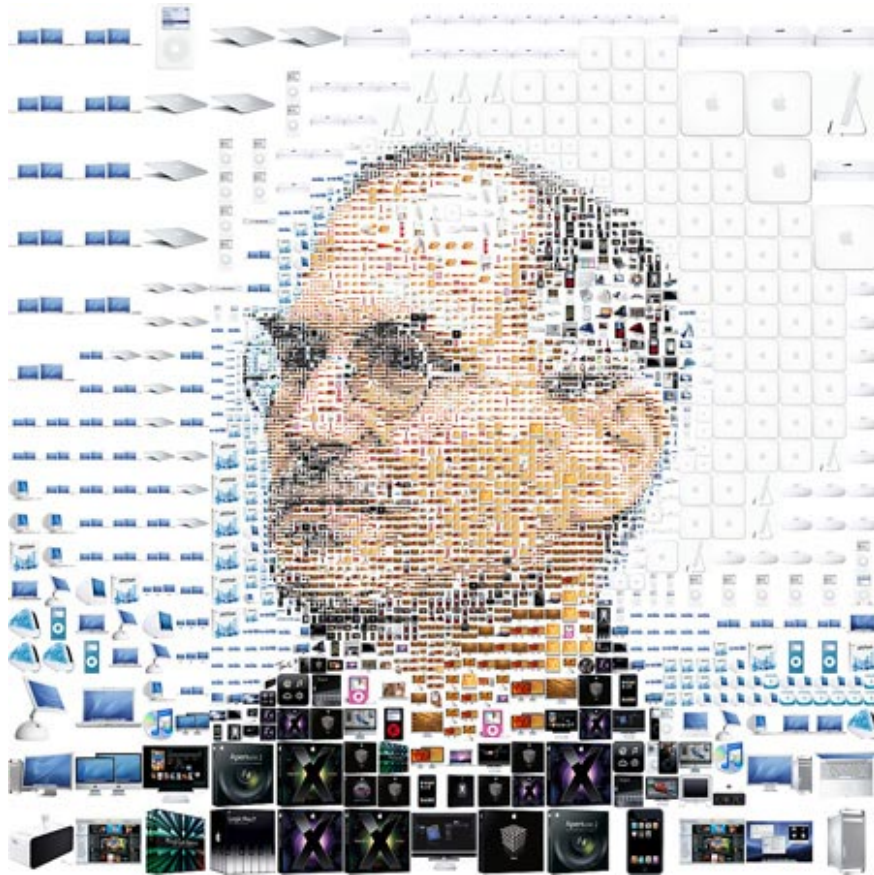
John Sculley (middle) is probably the biggest human resource mistake of Jobs's life.

In 1983, when Steve Jobs was only 28 years old, Steve thought he needed someone more experienced, a person who was responsible for mentoring and guiding himself in the job of running Apple. And finally, the person Steve found was John Sculley, Pepsi's marketing manager, even at the time Steve had to resort to a new trick of "getting" John Sculley to work for Apple.

Steve's famous quote when convincing John Sculley was: "*Do you want to sell sugar juice for a lifetime or follow me to change the world?*". Obviously Steve is a very good guest speaker when he "gets" John Sculley back to Apple. Ironically, after only two years, in 1985, Sculley was the man who kicked Steve Jobs out of his position in charge of Macintosh computers, which was Apple's main business and almost exclusively.

Exactly 10 years after the event, Steve laments to the press: " *What can I say? I have hired the wrong person. He flattened out everything that took me 10 years to build, starting from the my body* ".

2. Sell your shares when you are kicked off Apple



If you were not foolish to sell your stock when you were expelled from Apple in 85, Steve is probably now ten times richer now.

The wrong mistake, after being sacked by John Sculley, Steve was eager to sell off his stake in Apple to find "*a new start*".

If you are wiser and keep those shares (about 22%), now Steve Jobs has sixty-seventy billion dollars. Unfortunately, Steve's decision that day made him only a 0.6% stake in Apple. Of course, Steve is still a dollar billionaire, but obviously he can be richer than that many times.

3. Let Google's CEO stifle Apple's leadership for 3 years



Steve Jobs once believed in Eric Schmidt completely

The success of Android has been putting pressure on iOS's development. But is it natural that Google's Android is suddenly "*falling from the sky*", into a mountain of pressure right in the middle of iOS? The answer is no. The success of Android and the Android is gradually increasing its pressure on iOS has a very deep cause, and also extremely silly: Google CEO (Eric Schmidt) has a foot in the executive board of Apple for 3 years (2006-2009).



If Eric Schmidt does not have such a convenient eavesdropping position, it is unlikely that Android will be as successful as it is now.

What's worse than being at the table when the army has a enemy general sitting . looming, listening to all the secrets and bringing those secrets back to find a solution? The problem is that Steve let Eric Schmidt be safe for three years. in that position without realizing "*the main enemy behind that king*".

Eric Schmidt was elected to Apple's board in August 2006 (he was Google's CEO since 2001) at that time, the relationship between Google and Apple was still warm. A dedicated party offers search and sale services, one only focuses on iPod, Macbook as a livelihood. River water does not violate well water.

But the advent of iOS and then Android along with competition in the new mobile device advertising market has made Apple's relationship with Google begin to shift: From friendship to hostility. And it still took more than a year after Android launched so that Steve felt "*hot*" in the presence of Eric Schmidt, in August 2009, Google's CEO had to "*wrap up*" from Apple's executive board. However, Apple's losses due to his presence on the board for three years may be difficult to count. All is due to the "*innocence*" of Steve Jobs.

4. "**Immediately**" customers and treat them like idiots



Customers show a sarcastic attitude to Steve's statement.

Steve Jobs may be one of the most visually stunning and bright business minds on the planet. But that does not mean that all others are ignorant. There are things, through his expression, that Steve Jobs seems to think so. When a customer emailed Steve Jobs to ask about the scandal related to the crash of the iPhone 4 when holding on to the lower part of the smartphone, he answered awake: "*Then don't hold the phone like that*".



Steve's irresponsible response has become "a *spill of water*" for this Apple scandal. Shortly thereafter, the online community launched a series of satirical images about the CEO's statement.



Russian President also does not know how to hold iPhone.

Things got so bad that eventually Apple had to "fire" by giving iPhone 4 users free cases to fix the situation.

5. Never support 1 cent charity



Bill Gate and his wife Melinda Gate use most of their assets to establish a fund to support the fight against HIV / AIDS in developing countries. Rupert Murdoch also made a lot of charity. For super-billionaires like Bill Gate and Rupert Murdoch, doing charity is a way to return to society a part of what they have ever received.

But Steve Jobs does not. There has never been a case where Steve has made a penny for charities. Steve's assets are worth billions of dollars, but he still doesn't want to spend a single penny on others.

Of course it is also possible that Steve is secretly doing charity without naming and not disclosing this to the press. However, this ability is very small because up to 99% of charity billionaires often come with very aggressive advertising campaigns. Mainly for 2 reasons.

The first is that they want to "polish" their names, what's more rewarding than a person who has spent tens of billions of dollars to help the unfortunate people they don't know?

Secondly, maybe they want to attract the attention of the community about the problem they are participating in. The fact that a billionaire supports billions of dollars into a charity will make the community pay more attention to that charity, and as a result help improve the sense of community about the problem that the organization wants. overcome such as poverty, epidemics .

Obviously Steve's insistence on supporting charity (or refusing to announce that he supports charity) has made the image of an arbitrary, greedy CEO set up by Anti-fans base. Hopefully, one day Steve's charity donation bill will be "*revealed*" and prove that we are all wrong.

Refusing to accept his own daughter for many years, killing her subordinates, missing the opportunity to acquire Apple when she could. Can anyone imagine that genius like Steve Jobs sometimes makes mistakes?

6. Missed the opportunity to buy Apple when the opportunity arises



Steve Jobs had lost the opportunity to regain Apple, or rather, regained his stake in Apple.

Obviously, many people will think that Steve Jobs sold his stake in Apple when being *kicked* out of the board is not a silly job. Especially in the situation where Steve Jobs needs money to build his new career. If you look at the problem from that point of view, perhaps the fact that Steve missed the opportunity to buy Apple when it could be a much more forgiving mistake.

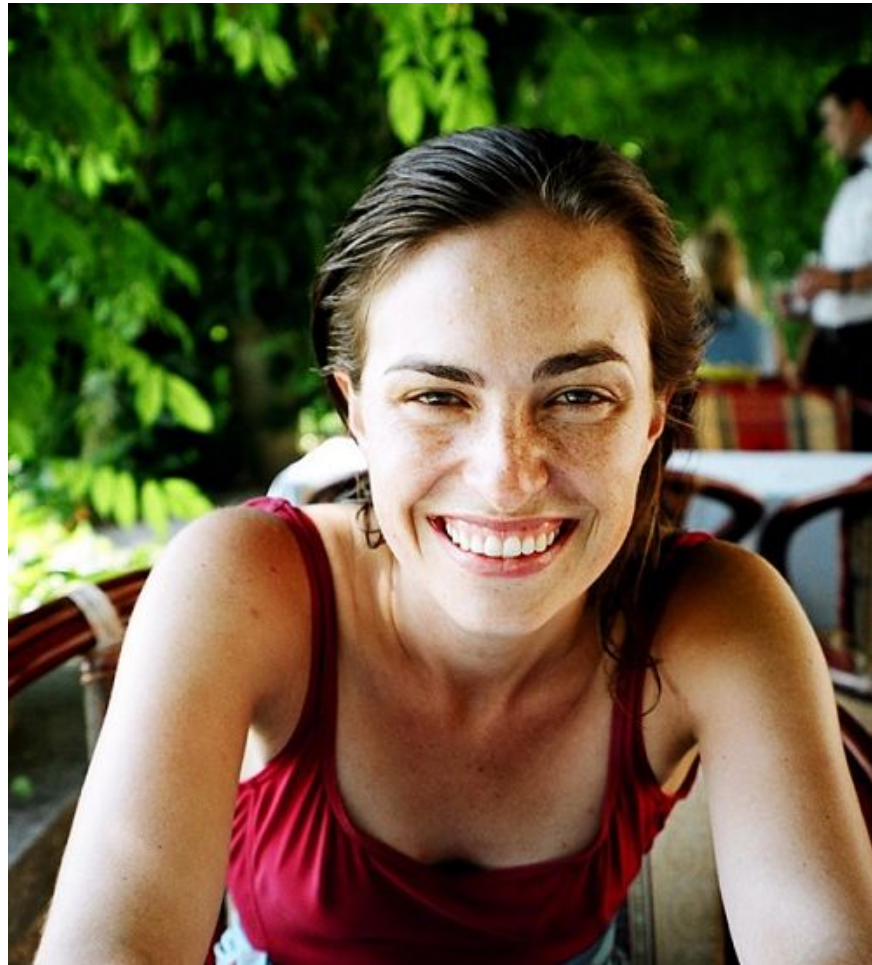
In 1995, Steve Jobs and his best friend Larry Ellison, Oracle's CEO discussed the acquisition of Apple. After 10 years of absence from Steve Jobs and a series of misleading decisions, Apple in 1995 was a company on the verge of bankruptcy. The acquisition of Apple at this time for Jobs was just as easy as with 80% of Pixar's stake, Steve Jobs had \$ 600 million in hand, plus the potential of a crony friend Larry Ellison, the Bringing Jobs back to Apple with a large number of shares is no dispute.

But Jobs himself was the one who decided not to implement that plan. Perhaps the main reason is because of his self-esteem, he said: "*I am not a hostile to Apple and I will not buy Apple. If they invite me to work, it is another .*" Indeed, Apple bought Steve's NeXT next year and brought him back to the company's CEO position. However, it is still a CEO without shares. If that day backs up your pride to act harder, now Apple is really a

business in Jobs's hands.

7. Steve Jobs left his own daughter for years

In 1978, at the age of 23, he became his girlfriend, and then the two were not married. The woman then gave birth to a daughter named Lisa Brennan-Jobs. Steve also visited her several times during her childhood, but he decided not to admit that he was the father.



Lisa the illegitimate daughter rejected by Steve Jobs for years.

Even to add weight to these denials, Steve claims that he was . infertile and incapable of being a father. This is a blatant lie because then Steve has his official wife - Laurene Powell - 3 children. Later, Steve Jobs finally admitted that he was Lisa's father and the two became closer. However, nearing the end of her childhood, Lisa was rejected by her father. Her mother and daughter had to live in hardship for many years while Lisa's biological father was always on the list of America's richest people. Even Steve Jobs still stubbornly denies his father's responsibility when DNA testing indicates that 94.97% of Lisa is definitely Steve's daughter.

Interestingly, in the year Lisa was born, Steve also launched a project to build the famous Apple LISA personal computer. Despite the speculation about this coincidence, Jobs insisted that the name LISA stands for Local Integrated Software Architecture and has nothing to do with the name of the child (Steve still hasn't received him

yet). is Father Lisa). But of course no one believed him.

8. Scandal cheating stocks



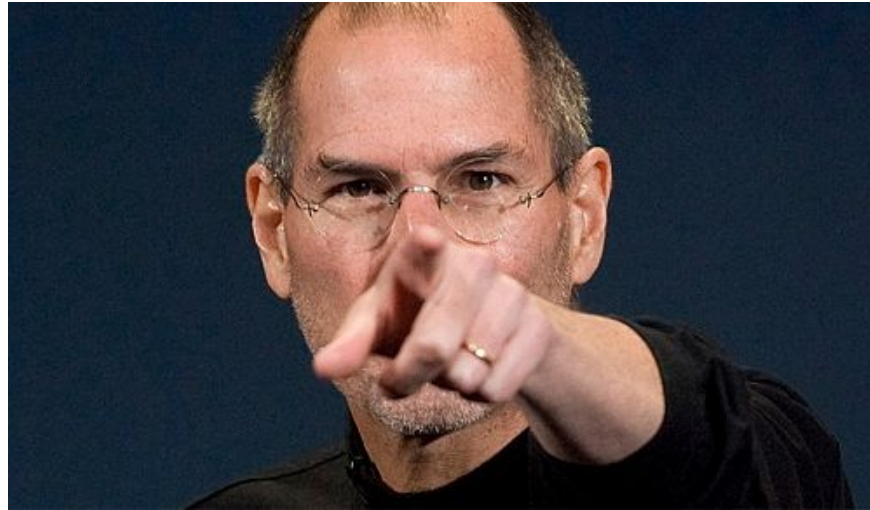
In 2001, a scandal related to the lack of transparency in buying and selling Apple stock made Steve almost "check out". The tail of the case is as follows: in 2001, Steve was given the right to buy shares of Apple up to 7.5 million shares. The purchase price is \$ 18.3 per share, even though the market value at that time of a stock is \$ 21.1. This means that the \$ 20 million "wingless flight" is flying, of course, into Steve Jobs's pocket.

Explain more clearly, by *the* annual ' stock options ' provided by the management of the companies to the employees who have contributed to that particular price, allowing employees to It is allowed to buy company stock at a fixed price. Because the stock market and stock prices are constantly changing, so just changing the date of recognizing the stock value a few days is able to eat the difference of \$ 2.3 / share as the case of Steve Jobs . \$ 20 million into Jobs's pocket, but the US government could not get any money from this. This has caused a big scandal, Steve Jobs seems to be trying to "drain" the company that he is the CEO of.

This caused shareholder confidence to decline and caused huge losses for Apple later on, followed by a persistent \$ 7 billion lawsuit from shareholders for Apple executives because of the Transparency of this incident. In the end, after the investigation, Steve Jobs was found to be innocent and the money lost was returned in 2003. But perhaps no one is foolish enough to believe that Steve is really clean in this regard. Simply Steve Jobs is still very good at licking mistakes.

With assets like Jobs, \$ 20 million is probably just like a "stainless steel mosquito" , but human greed is always bottomless.

9. Kill close people when they make mistakes



Steve Jobs is a hot-tempered celebrity and is very willing to "cheat" the employees of the department to make mistakes. The story of poor employees in **Mobile Me development team**. The problem is that a person in Jobs's position should have been more restrained in the face of the employee's mistake. Keep in mind that although you can hire staff, create jobs for them, but not so that you have the right to kill the honor of these people.

Moreover, Steve Jobs sometimes doesn't pay attention to the feelings of those who work under him and treat them like machines. An old Apple manager recalled: "*Jobs told a group of technicians that they would be fired immediately after the Christmas holiday ended, which is good news for your entire Christmas.*" Another person "*revealed*" that no one wanted to stand with the elevator with Jobs, especially when his mood was unhappy. Jobs's behavior toward subordinates makes many people more afraid of submission.

If you are in a leadership position, the highest penalty for those employees you are not happy with should only be fired.

Conclusion

Saying anything, despite Steve Jobs' mistakes, no one could not admit that Jobs's intelligence was superior and his vision far exceeded the best economists. One hand Jobs built Apple, and then led Apple up from the brink of bankruptcy to become the largest company on the planet. And talented people are often difficult to avoid "*disabilities*". Steve Jobs this year has finished half the age of the "*five-year-old destiny*", the path of Steve Jobs away with Apple has seen the end, especially when it seems that his time is not much.

We can only hope that Steve Jobs' health will turn better in the future. It's hard to imagine 1 Apple lacks Steve Jobs's leading hand, as well as a Steve Jobs not in Apple.

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