

**Steve Jobs Way.....**

**What type of relationship has Mr. Jobs developed during the years with his board of directors and with Apple's shareholders?**

In the early days it was a difficult one because the board of directors of Apple didn't really understand how he was thinking and his vision for the future of the company so at the beginning he didn't have a good relationship with the board. Later he had a great relationship with stakeholders, and now he has the right kind of board that supported his decisions so now his relationship with the board is very very good. His relationship changed during the years, when people understood who Mr Jobs was and what he could do for the company.

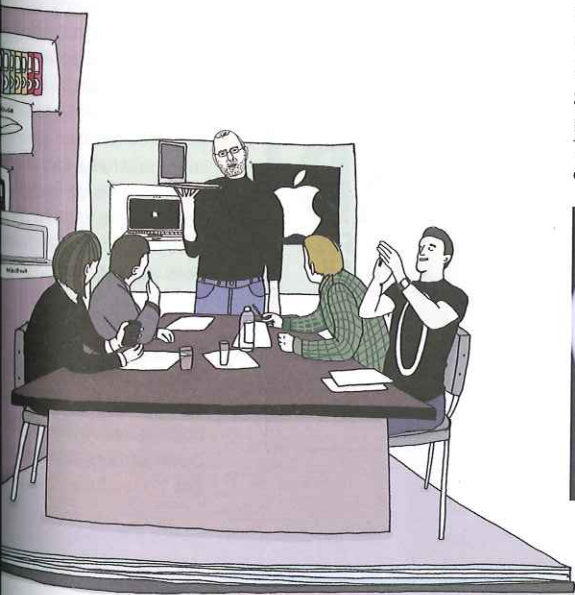
**Shifting to a more personal note, since you have had the opportunity to work with him side by side for a long time, how did Mr. Jobs react on a human level when he fell ill and how did he manage to raise up again?**

Steve has an incredible energy and passion for what he does. I think it was this kind of passion that allowed him to pick up and keep going. I think he has a sort of spirit this is very important I personally have the same kind of spirit. I am the kind of person who if you knocked out, you get up yourself and keep moving.

Steve has also a tremendous confidence in his vision of the future and that is really important. When you have been faced by great opportunities to your vision.

**What are the key elements of Jobs' management style?**

One of all, one of the strongest elements is his vision for the future. He creates a sort of a plan that you know what direction to go in. Secondly he is very practical and focused. He is also very operationally orientated. He believes that being organized is critical to have good results. He organized the whole company so that he was always aware of the priorities and of the results he was achieving.



**Kevin Davis  
Slow Down, Sell Faster!**

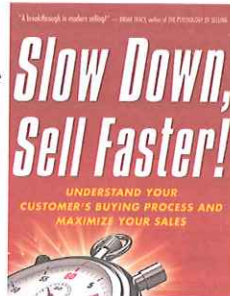
Understand Your Customer's Buying Process and Maximize Your Sales

Amacom, pp. 272, \$18.95

As Davis makes clear, his buyer-focused approach will turn selling

into a competitive advantage for any business and the sales pro into a valuable business asset.

Role by role, each chapter provides proven techniques, practical tips, and actual business examples to help salespeople get inside the customer's head during each step of the buying cycle.



**Heike Bruch and Bernd Vogel  
Fully Charged**

How Great Leaders Boost Their Organization's Energy and Ignite High Performance

Harvard Business Press  
pp 288, £21.99

Authors

helps leaders shift their companies into a state of high, positive energy in which everyone is emotionally engaged, mentally alert, and working productively toward critical goals. Through examples of companies outline the necessary steps for



leaders to manage their organizational energy more efficiently.

**Linda A. Hill and Kent Lineback  
Being the Boss**

The 3 Imperatives for Becoming a Great Leader

Harvard Business Press, pp 304, \$25.95

Hill and Lineback show what effective managers do to make progress

and offer an approach they call the effective manager's 3 imperatives: manage yourself; manage your network;

manage your team. By the end, you will clearly understand your strengths, where you need to make progress, and how to move forward.

**Thomas A. Kayser  
Building Team Power**

How to Unleash the Collaborative Genius of Teams for Increased Engagement, Productivity, and Results

McGraw-Hill, pp 304, £17.99

After 30 years at Xerox and in the

course of his consulting work, Tom Kayser discovered a major shift in how people work. The old school "com-

mand-and-control" management no longer gets results. To stay productive and competitive in today's world, the key word is "collaboration." Building Team Power is filled with clear examples and powerful exercises to help you put theory into practice.

**Jay Elliot, William L. Simon  
The Steve Jobs Way**

iLeadership for a New Generation

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