Kayla Keiter

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Research Paper

**Introduction**

Steve Jobs was a transformational leader who implemented a vision through determination to positively impact society by introducing personal computers. This paper is going to address Jobs as being a character who shows tremendous leadership abilities and attributes, a person who reinvented the way people think about technology and give information about Jobs expertise in the field of technology. Jobs was an “American inventor, designer and entrepreneur who was the co-founder, chief executive and chairman of Apple Computer” and credited for “dictating the evolution of modern technology” (Biography.com). Steve Jobs is well known for his leadership traits because his traits established confidence in himself to create personal computers. Without his personal identify and characteristics the event would never have happened. The event of Jobs, who created the Apple brand, allowed technology to become accessible to all. Steve Jobs is credited for being an expert in the field of technology and Apple products; Ken Segall states that Jobs, “having grown up in the industry, gained the strength of experience at a very young age.” Jobs had the ability to jump start his career at an early age by becoming fully emerged in the field and gaining educational experiences to create a creditable product. Steve Jobs had a vision and with that vision he led himself to great success within the personal computer industry. Steve Jobs is credited for the creation of Apple products as we know today and the ability to transform society into technology driven individuals through setting and maintaining achievable goals. The research discovery provides evident information that Steve Jobs is a transformation leader who created the evolution of modern technology to what we are accustomed to now; furthermore, this event is a major contribution of his leadership abilities to produce a widely known industry of technological products.

**Abilities and Characteristics**

 Steve Jobs leadership abilities are represented through his behaviors and actions. Steve Jobs invented Apple products as result of his leadership style; without his determination of creating and implementing a vision, Steve Jobs would not have been successful. Moreover, it is because of the following characteristics, that will be addressed in this paper, that Jobs was able to become a powerful leader that dominated the computer industry. Of the six main leadership traits identified with being an effective leader Steve Jobs contributes to connecting with all six traits which consist of the following characteristics: intelligence, confidence, charisma, determination, sociability, and integrity. Moreover, Steve Jobs “emphasized the importance of teamwork to his employees. Though he made the final decision on product designs, he knew that the right people would be a company's greatest asset” (Hom). Steve Jobs had the ability to be a leader that people respected but did not fear. Furthermore, Jobs was able to connect to his followers to give feedback and create nothing mediocre in the name of Apple.

 An effective leader can show their intelligence through their products and the way they work. Steve Jobs is credited for maintaining high intelligence and growing a company that flourishes with new ideas and concepts. Intelligence is the ability to understand and want to learn more. Jobs was a successful leader who created a product that took a lot of intelligence and understanding of the process of technology while working alongside people. Moreover, he was a leader that instilled confidence within himself to produce a company that became known worldwide. Jobs was confident in his abilities and the abilities of the team he worked with. His followers “felt [they] had the attention of a CEO who was eager to share ideas and opinions, and one who was also capable of being swayed by someone else's passionate argument” (Segall). Jobs charisma was one of a leader who had a way with words and could sell the products he made in a way that revolutionized how society viewed technology. Determination is a trait in which Jobs continually upheld throughout his leadership attributions. Moreover, “according to Jobs' work mantra and ethic, innovation is what distinguishes a leader and a follower” because of “Jobs' expectation of high quality, almost every product he's turned out has been a huge success among consumers and businesses” (Hom). The success of his products stems from the determination to produce the highest quality forms of technology possible. Steve Jobs was also sociable in the workplace setting; moreover, he valued input from others and allowed his followers the time to come forward with suggestions and ideas. Jobs is known for his personable attitude to let others give opinions and valued differences within the company. Integrity is a major component of being an effective leader. Integrity is being honest and establishing trust. Rutgers states that, “employees saw - through his behavior - that Mr. Jobs was not driven by his own ego or by some self-interested needs (like the outrageous pay packages of some executives), they trusted him.”

 The event of Steve Jobs creating a technological industry built off keeping up with societal needs of individuals is a major factor of the way he led. He was a leader that is not only known for the event in which made him famous, but also for his characteristics and abilities that created him into becoming the effective leader he was. These traits that Jobs upheld through his work ethic are the main reasoning for the creation of Apple products; his abilities and characteristics directly contribute to how and why he came to power. Steve Jobs was able to reinvent technology and successfully implement his vision because of his drive, determination and confidence.

**Reinventing Technology – The Event**

 Jobs “developed an interest in computers and engineering at a young age [that way] inspired by his father's machinist job and love for electronics” (Hom). It was during his early years as a child that Steve Jobs was inspired to develop technology that would transform society. While in school Jobs was an advanced learner who was not challenged, because of his lack of challenging material in school he was bored and often led down roads that were not good. After primary school, Jobs spent six months attending college before dropping out due to lack of direction and sense of purpose. After dropping out of college Jobs found himself on a trip to India for a spiritual enlightenment. This enlightenment led Jobs into finding his purpose for reinventing technology and creating Apple products. Furthermore, the spiritual enlightenment led Jobs to his strong work ethic and simplistic view towards life.

 The event that influenced the creation of Steve Jobs and turned him into a transformational leader that is well known today is the event of Apple itself. In 1976, Jobs was twenty-one, he and his partner started the concept of Apple computers from Jobs family garage. “Apple initially marketed the computers for $666.66 each. The Apple I earned the corporation around $774,000. Three years after the release of Apple's second model, the Apple II, the company's sales increased by 700 percent to $139 million” (Biography.com). Apple sales spiked, and the concept of handheld technological devices was a major hit accepted within society. Before Steve Jobs, technology was bulky and not accessible to many; the era of Steve Jobs made people see technology with a brilliant and creative outlook. Steve Jobs was able to reinvent technology through his vision and implemented this with the help of others to come to power with great influence on society.

**Expertise in the Field**

 Steve Jobs is known for his drive and dedication to every Apple product that came into sales and was shown to the people; thus, Jobs wanted to create a positive look on technology within the society to produce a business product that transformed the lives of others. His experiences led him to create a passion that was instilled in the products. Every product that Jobs created was successful because of his time and dedication to ensure every small detail was perfect. It is stated by Agam Shah that “Jobs' expertise was in marketing the product.” The product was marketed through Jobs whose personable and charisma leadership style had others buy into the product. Jobs became an expertise in the field and was able to make connections with those who listened. His vision to create a brand identity that resonated with his values and those of the people helped to connect with his expertise in the field.

 Steve Jobs created a product that changed the lives of many through his expertise and ability to put a purpose to the product and influence how people saw technology. “Mr. Jobs not only had a vision, he made sure that everyone in the company bought into that vision, and this created a “higher purpose” for the company that really excited Apple employees” (Rutgers). The inventions in which Steve Jobs created was a direct relation to the expertise of technology and marketing. Steve Jobs knew what the people wanted and needed, even when the people did not know. Moreover, Jobs had the ability to think beyond the horizon to create an everlasting impact on society. It started in 1976 with a plan, a leap of faith, and confidence in one’s ability to trust in his own expertise.

**Conclusion**

 Steve Jobs is a successfully known leader for his account of producing Apple products and introducing technology that would transform the way people lived. His leadership abilities have shown that he was transformational that led society into a technology driven based upon the event of creating the Apple industry. Jobs was credited for creating a strong connection with followers that allowed followers the ability to contribute to products through discussions and debates. Moreover, Jobs was able to connect with the industry and create a powerful legacy that is still alive today. Steve Jobs showed his ability to lead through his infectious leadership characteristics, being a person who was able to reinvent the way society saw technology and becoming an expert in the field to promote his products.

It is “believed that Mr. Jobs’ leadership style (not to mention his genius in design) was a key ingredient in Apple’s success; had he used a different style, he might not have achieved the same spectacular results at Apple” (Rutgers). Furthermore, the style in which Steve Jobs led his people allowed him to create the Apple industry that still thrives today. Steve Jobs created an iconic industry through his abilities to lead, way of inventing technology that was easily accessible to everyone, and expertise in the field of technology and marketing. As stated by Steve Jobs himself, “don't let the noise of others' opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition.” The leap of faith taken in one man’s garage led to technology devices in everyone’s hand.

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