

The Legend of Steve Jobs Lives On – Luis Fernández

Based on the information provided, we can identify four managerial traits displayed by Steve Jobs and their impact:

Demanding Leadership Style:

Trait: Jobs had a very demanding leadership style and expected his colleagues to consistently perform at a high level, inspiring them to go beyond expectations.

Impact: This trait pushed his team to deliver exceptional results and constantly strive for excellence. The high expectations set by Jobs fostered a culture of achievement and dedication within Apple Inc., driving innovation and product quality.

Hands-On Involvement and Attention to Detail:

Trait: Jobs was actively involved in various key functions across Apple Inc., including marketing, and had an extraordinary eye for detail. He liked to explore ideas from every angle before making decisions.

Impact: His hands-on involvement ensured that important decisions were not made lightly and that products and processes were refined to the highest standards. His attention to detail contributed to the development of innovative and well-designed products that became Apple's hallmark.

Optimization of Creativity and Simplicity:

Trait: Jobs encouraged a workplace that optimized the potential for creativity, keeping processes straightforward and minimizing organizational hierarchy. He effectively banned committees.

Impact: This management approach empowered employees to think creatively and take ownership of their ideas. By eliminating unnecessary bureaucracy, Jobs fostered a dynamic and innovative work environment, allowing for faster decision-making and implementation of ideas.

Relentless Drive for Perfection:

Trait: Jobs had a relentless drive to achieve perfection and expected the same from all those around him. He was not content with mediocrity and always sought to push the boundaries.

Impact: This pursuit of perfection motivated employees to constantly improve and deliver high-quality products. It instilled a strong sense of pride and ownership in their work, leading to the creation of groundbreaking and iconic products that set Apple apart from its competitors.

Overall, these four managerial traits—demanding leadership, hands-on involvement, optimization of creativity, and the pursuit of perfection—contributed to Steve Jobs' effectiveness as a leader at Apple Inc. His leadership style played a crucial role in shaping Apple's culture and driving the company's success and innovation in the tech industry. However, it's also worth noting that his management approach was not without its challenges, as it required employees to work tirelessly to meet his high expectations and could lead to visible frustration when those expectations weren't met.