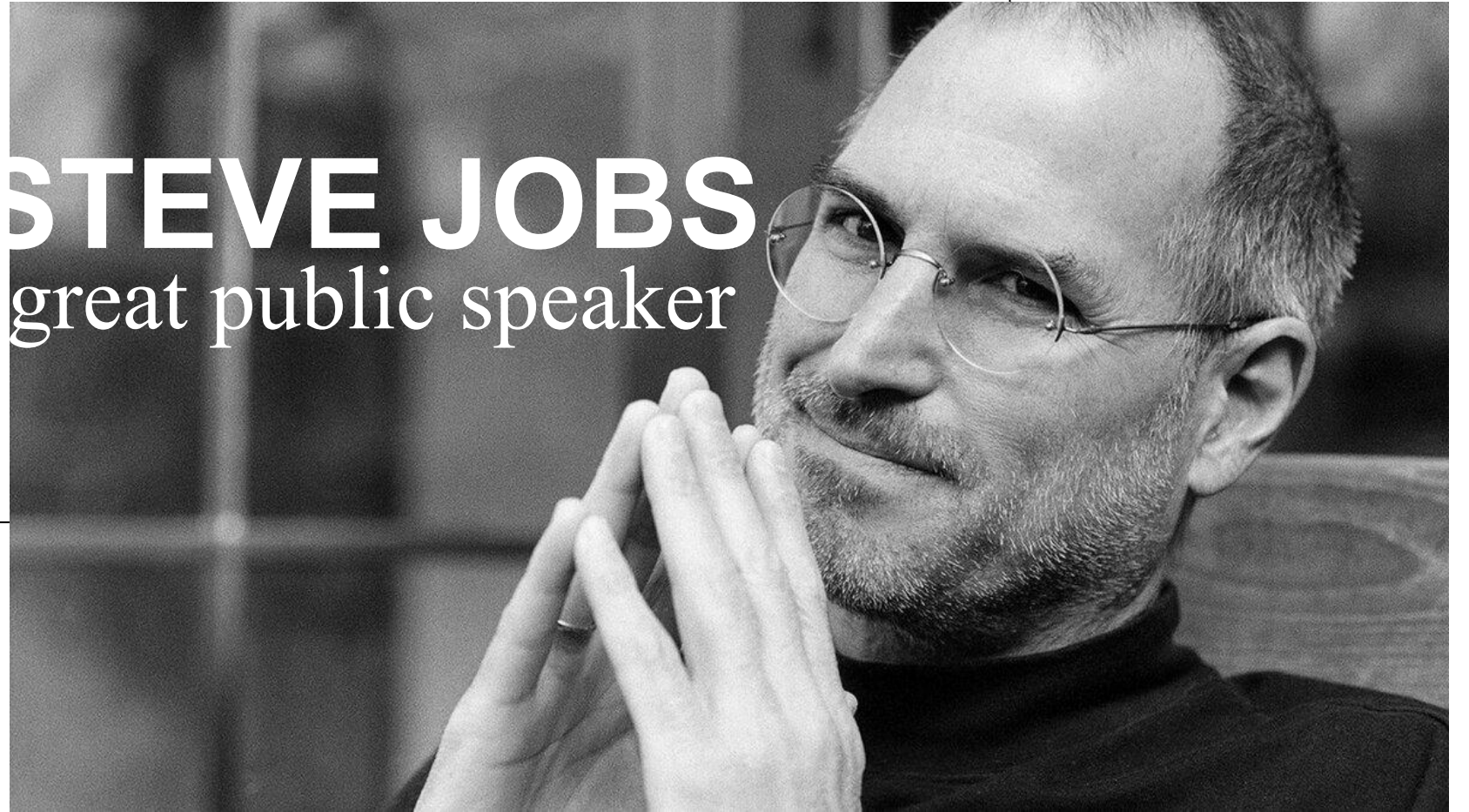


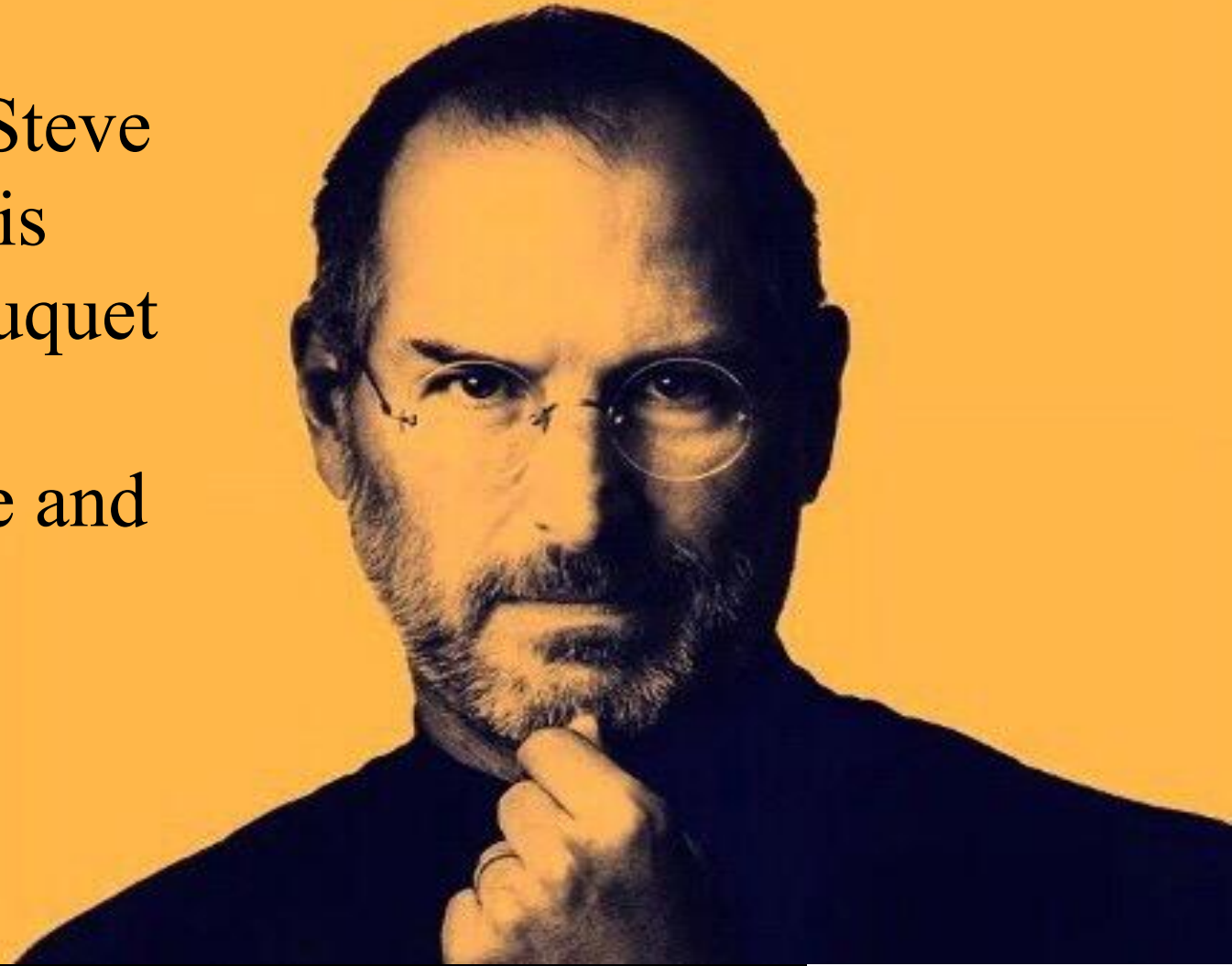
# STEVE JOBS

great public speaker



Steve Jobs is truly a legendary person. Today in the world there is hardly a person who has never in his life heard of this name.

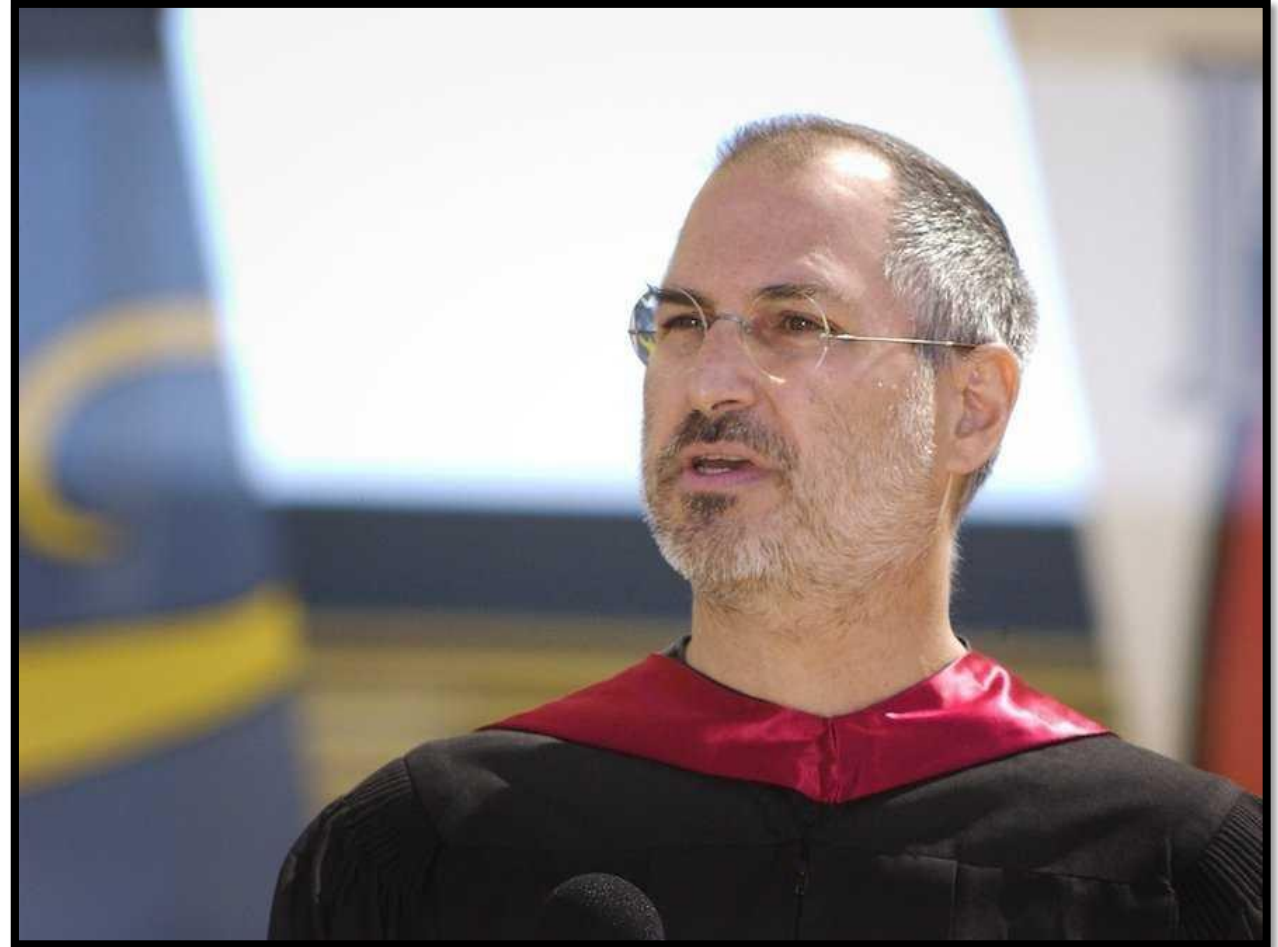
In the ranking of great speakers, Steve Jobs is in fourth place. Charisma is characteristic of this person, a bouquet of personal characteristics that distinguish him from other people and give him exceptional qualities.



**Quotes from Steve Jobs's Speech before graduates:**

«Your time is limited, so don't waste it living someone else's life. Don't be trapped by dogma - which is living with the results of other people's thinking. Don't let the noise of other's opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition - they somehow already know what you truly want to become. Everything else is secondary.»

«Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do »



## Steve Jobs Secrets:

1. Use an analog environment for planning
2. Answer the most important question
3. Create a messianic sense of purpose
4. Create Twitter-like Headlines
5. Draw a road map
6. Imagine the antagonist
7. Introduce a hero
8. Create a channel for inner zen
9. “Dress” your numbers
10. Use “surprisingly lively” words
11. Share the scene
12. Equip your performance with props
13. Prepare the moment “Damn it!”
14. Learn to perform from the stage
15. Get Ease
16. Dress correctly
17. Drop the script
18. Enjoy

