**Video Title:** Steve Jobs' Management Style - Leadership

**Video URL:** <https://www.youtube.com/watch?v=spSCnp4VjXw>

**Running Time/Source:** 7:46, YouTube

**Close Caption Available:** Yes

A series of personal interviews/addresses looped together with Steve Jobs where he talks about managing an organization, managing people within an organization, and leadership qualities that he espouses. Steve Jobs’ leadership traits are: to build an organization which eventually grows itself; and corporate success is the result of personal passion & a team of committed people that you select to work with you. Steve Jobs explains the rules of success - creative ideas.

Questions:

1. What do you think kept Steve Jobs going career wise?
2. What was Steve Jobs’ rules for success?
3. What was Steve Job’s advice regarding managing a company?
4. What was Steve Jobs’ belief as it relates to business?
5. What was Steve Jobs’ business model?
6. What was Steve Jobs’ final thoughts/advice?