

Discussion Questions for *Jobs*

Some of the major characters to watch for: Steve Jobs, Steve Wozniak, Daniel Kottke, Michael Markkula, Arthur Rock, John Sculley, Jonathan Ive

1. In the 1970s, there were a lot of companies building computers, but the Apple II emerged as the leading computer product of the decade. How might that be an example of the value of “simplicity”?
2. Where else do we see examples of focus (i.e., simplicity, non-distraction) in Jobs’s life and what was the result?
3. In the 1990s, when Jobs returns to the Apple, he scales back the company to focus on only a few products. How do you think that helped them?
4. Are you familiar with people who, because they are doing too many things simultaneously, are not achieving as much excellence as they could otherwise?
5. What are your major take-aways from this story? Does it affect your thinking about the value of focus (simplicity) in one’s career and organization?