



# What I learned from coaching Steve Jobs

Based on the work of  
John Mattone

Lessons in leadership and executive coaching

# Intelligent Leadership

1997: Steve Jobs returns to Apple.

His mantra:

“Keep thinking different, keep thinking big.”

TO sustain your organisation into the future you have to be **customer driven**.

TO DO this you have to **hire the best talent**

# On being a change agent

-because this is now a disruptive world

How do we enable people to be the best that they can be?

How do we instigate growth in those we lead?

*There is no shortage of intellect*

Leadership in most organisations follows the bell curve. Leaders need a growth mind-set and actions which follow on. *Too many leaders think SMALL and don't have the courage to DISRUPT themselves or their teams.*



# Ask yourself BIG questions daily!

Am I truly a role model?

What is my legacy?

Raise the bar on your own performance

Monitor your own emotional state

*Great leadership doesn't just happen*

Can I translate what I have learned about myself into  
daily actions?



# Make a decision to be vulnerable

It's all linked to our **CHARACTER**:

Courage; diligence, gratitude, honesty, loyalty, modesty.

The courageous leader shows **PASSION**, they are agile as they drive forward. They leverage their own strengths and the gifts of others. They are excited about building on the strengths people have **RATHER** than having a focus on gaps.

# The Wheel of Intelligent Leadership



# Vigilance

Have a **LASER FOCUS** on the present.

The past is over. The future can't yet be defined.

Have a mind-set of privilege:

Touch the hearts and minds of those who work **WITH** my people and the **FAMILIES** who depend on them.



# Leadership Truths

“Failure almost always precedes success.”

“Success is often the first step to failure.”

The power of courtesy, compassion and altruism helps leaders to stay centred.

DRIVE a higher level of **HEART** in leaders.

Trust your heart.

The power of **FOCUS** and **LESS**



# Be careful of your beliefs....

...they become your thoughts and therefore your boss.

Actions become habits

Habits become character

Character becomes destiny

