

"Leadership Lessons of Steve Jobs"
Monday Call, June 25, 2012

- Branson 2012 – June 28-30 – For more information -
<http://www.mannacomm.com/Branson2012/BRANSON2012.pdf>
- Tuesday Night Live – Simeon Cryer at 7:30 Pm CDT at Mannatech Corp Offices or mannatechlive.com

Harvard Business Review article by Walter Isaacson
14 lessons/characteristics on leadership

1. Focus

- a. Steve Jobs isolated each area and worked on 1 product to make it the best.
- b. "Top 100" retreat every year. Open discussion with whiteboard answering, "What are the top 10 things we need to work on?" Then he made the group reduce the list to 3.

For Mannatech:

- b. Isolate the HLA and put your time and energy there
- c. Review with yourself and your associate leaders:
Available strategies: make a list, then isolate which are most important...pick a limited number (1,2,3)

2. Simplify

- a. Simplify things by zeroing in on their essence and eliminate unnecessary components.
- b. Make things very uncomplicated. Conquer the complexity rather than ignoring it.
- c. Jobs tried at every meeting to find ways to cut clutter.

For Mannatech:

- d. In presenting the products or business, keep it simple. Practice and only use the words needed to accomplish what you are trying to achieve. Make sure you focus on duplicability versus your knowledge.
- e. When there is complexity (science of glycobiology, how residual income is earned, etc.), know how to overcome it versus ignoring it. "It is too complicated" does not work. Serious networkers want to know.
- f. Clutter will rob your focus. See Tony Jeary "Strategic

Acceleration”

Take a day every week to clear the clutter...or every day before you "leave your office," you file (mostly in the circular).

Store most you need on your computer.

3. Take responsibility end to end

- a. Make hardware, software and peripheral devices all seamlessly integrated.
- b. Jobs applied this end to end to customer service as well...something too few companies do.
- c. His desire came from his controlling personality but even more so from **his passion** for perfection and making elegant products.

For Mannatech:

- d. Our process of sharing needs to be seamless integration: if products, have a regimen to follow; if business, have a regimen. What stops us? All the changes; but just update and move forward.
- e. Customer service is absolutely key. How you handle your customers will determine your future. Retention is the name of the game...otherwise you spend all your time chasing new prospects.
What is your customer service process?
- f. Our passion must be for duplication...everything you do, weigh it against the standard: can a person with a 7th grade education do this?

4. When behind, Leapfrog

- a. An innovative company can not just keep up, but must be ahead of the pack. Jobs was masterful.
- b. To stay ahead, cannibalization of your own products may be absolutely necessary so don't fear it embrace it. (He cannibalized iPod for iPhone, and laptop with iPad.)

For Mannatech:

- c. Mannatech is awesome in coming up with Ambrotose, AO, Phytomatrix...all breakthrough technology putting Mannatech on top. We just need to communicate the leap frogs.
- d. With NutriVerus, not only do we once again beat everything in the marketplace, but it took cannibalizing our own products to do that.

5. Put Products before Profits

- a. He operated on making products insanely great. He never talked about profit maximization or cost trade-offs.
- b. He believed in "never compromising."
- c. Put product people in charge of the company, not marketing

people.

For Mannatech:

- d. We need to put products/people first before commissions. Always focus on others and you will be richly rewarded. Focus on profits and people will see right through you.
- e. Integrity is first...never compromise your integrity no matter what. The price is unbearable, so always come from honesty. Trust is the core principle for any and every relationship.
- f. Mannatech suffered with marketing people at helm...with Rob Sinnott we are finally back to leading with the best technology...putting our best side forward.

6. Don't be a Slave to Focus Groups

- a. Caring about what customers want is much different than continuously asking them.
 - b. Jobs truly felt that his task was to "...create things not on the page yet." Through that he created unlimited demand.
 - c. Intuition is crucial.
- For Mannatech:
- d. Always exceed expectations...both with customers and with associates.
 - e. We need to be creative: non-profit sustainable funding, NutriVerus, etc. How are you being creative?
 - f. Be a great listener to yourself as well as others.

7. Bend Reality

- a. Reality distortion theory: alter reality through sheer mental force.
- b. "You did the impossible because you didn't realize it was impossible."

If you could save a person's life, could you shave off 10 seconds off boot time?

For Mannatech:

- c. Don't allow your past to control your future. Do not allow what is to stop you from what can be. Dream!
- d. Belief is critical...in fact it is as Napoleon Hill found was the only same characteristic among all the successful people.

8. Impute

- a. People judge a book by its cover. Impute was one of 3 principles Jobs felt critical (other 2 are empathy and focus).

For Mannatech:

- b. Packaging us (first impression is most critical) must be something we always remain cognizant of.

9. Push for Perfection

- a. Jobs was absolutely obsessive with this.

For Mannatech:

- b. Be obsessive about growing yourself every day, but never allow perfections to get in the way of action.

Tap into all the experts around you and always get feedback.

10. Tolerate only "A" Players

- a. Jobs only hired the best and went to great length to find them and entice them away. It was his way of preventing a "bozo explosion."

For Mannatech:

- b. Build a list of characteristics representing the perfect business partner. When you find someone compare them against the list. Don't compromise and make sure people jump through hoops to prove themselves worthy of your only limited asset: time.

What stops us: we are so into scarcity and desperate for anyone who breathes.

11. Engage Face to Face

- a. Jobs hated webinars, email, chats. Even in this high tech world, he preferred face to face...creativity comes from spontaneous meetings.

For Mannatech:

- b. Always be spontaneous, be ready. Do not draw out "what it needs to look like."

- c. This is a belly to belly business. Be involved in active marketing not passive.

12. Know both the Big Picture and the Details

- a. Jobs passion covered both the vision and the minute details.

For Manantech:

- b. We need to be clear on the big picture and paint that well with people, but also have a grasp on the details so we can support peoples' belief in us as leaders.

13. Combine the Humanities with the Sciences

- a. Jobs connected the humanities to the sciences, creativity to technology, arts to engineering. The creativity explodes when you combine these two and Jobs was ingenious.

For Manantech:

- b. Give for Real is just the greatest application for combining humanities with sciences. We are at the acme with this program...now learn to use it for great advantage.

Daily connection with people: make it personal, as well as need fulfilling. Use wording that shows how much you care, not just

answering the questions.

14. Stay Hungry, Stay Foolish

a. Jobs was a creation of two movements: hippies and technology explosion. So, "he stayed hungry and foolish throughout his career by making sure that the business and engineering aspect of his personality was always complemented by a hippie nonconformist side from his days as an artist."

For Manantech:

b. Always prospect with an eye to help others. Never lose your sense of humor. Love what you are doing it or don't do it. Have fun caring for others in a huge way.