

## Steve Jobs – No Stranger to Commitment

If I told you that one of the most successful people in the history of the world dropped out of college, got fired from the company he started, and lost over \$100 million dollars, would you believe me?

Let's take a look at this story about Steve Jobs. No stranger to commitment, Steve Jobs had all the right qualifications of being a true American genius: charismatic, but stubborn; strong-willed; forward-thinking; innovative. Though many of us remember him as the CEO of one of the largest companies in the world, many don't know the story of his rise—and fall and rise again.

At the beginning of his career, everything seemed to be going great for Jobs. He co-founded Apple with a high school friend and the company was—at first—a great commercial success. He invented the first personal computer and came up with the idea of clicking images on the screen with a mouse. He even convinced the then-current head of Pepsi to come on board and run Apple so Jobs could focus on building new computers.

Then things took a turn for the worse. He was forced out of Apple by an executive team who didn't believe in him, so he started his own rival company, NeXT. Though Jobs invented some great technology, none of it ever took off with the public. He bought a small graphics company called Pixar, but didn't know what to do with it. For a while, Pixar just made commercials and special effects for TV shows. He stopped going to work as much and spent more time at home. Yet, Jobs often cites this time in his life as the most important—much of what he learned about running a successful company was gleaned during this period.

We all know what happened next. He was hired back by Apple, took over as CEO, and revolutionized how we interact with our world. Pixar is now one of the most successful film studios in the business. The iPhone is the most popular smart phone in America, and for many it's almost impossible to walk by an Apple store without going in. Today Apple is one of the largest and most valuable companies in the world.

Steve Jobs' final display of commitment revealed itself in his battle with cancer. Even after his diagnosis, he stayed optimistic and continued to work hard. To put it in perspective, it was *after* Jobs was diagnosed that Apple released the MacBook, iPhone, iPad, App Store, and iTunes. It's indicative of his life that in his final years, Steve Jobs' company reached its height. His dedication to whatever his particular vision, no matter what the obstacles, is one of the greatest examples of commitment the world has ever seen. In the end, the only thing that could stop him was cancer, which he finally succumbed to in late 2011. Even now, the world he worked so hard to create lives on.

We read so many stories about successful people and all of their accomplishments, but we often don't hear about what they went up against to get there. At the point where things seemed to be going best, Steve Jobs found his life in upheaval. He lost money, credibility, and self-respect—yet he persevered. Yes, he was a genius, but it was his tireless commitment that turned Apple from a small company into a multibillion-dollar business. Having talent or a great idea does very little if you don't have commitment behind it.