MISSION COLLEGE SPEAKER SERIES
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Speaker: Jay Elliot
Date: Wednesday, November 7, 2012
Time: 6:00 to 8:00 pm
Place: Santa Clara Convention Center – Theatre Room
5001 Great America Pkwy., Santa Clara, CA 95054

Jay Elliot, Former Senior VP of Apple under Steve Jobs, Author of Leading Apple with Steve Jobs

Jay Elliot was hired personally by Steve Jobs, just in time to accompany him on the last of his historic visits to Xerox’s Palo Alto Research Center, the visits that changed the course of computing. As Senior VP of Apple, Jay served as Steve’s right-hand man and troubleshooter, overseeing all corporate operations and business planning, as well as software development and HR.

In his new book, Leading Apple with Steve Jobs, Jay details how Steve managed and motivated his people – and what every manager can learn from Jobs about motivating people to do the best work of their lives.

Topic Sound Bite: “Pirates! Not the Navy” was the rallying cry – a metaphor to “Think Different!”

Attend this event and you will learn how to:
- Find talented people who will understand your objectives and be able to make a contribution to that effort
- List traits that can determine whether a person will be so committed to the vision that they provide their own motivation
- Explain how to ensure that your employees hold an allegiance to the captain and to his/her shipmates
- Shift your thought paradigm and inspire you to assemble and lead innovative teams
- Books available for signing and purchase that evening

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