
Sell your ideas like Steve Jobs – Stanford Lecture

[Link: <http://www.youtube.com/watch?v=0q-wvAleUgk>]

From your notes try to answer some of these questions

1. What is the title of the presentation?
2. What does he mean by 'a new way at looking at an old problem'?
3. What's the name of his best seller?
4. What is the premise he starts with?
5. In the Steve Jobs (S.J) informal meeting video, what does he state about passion?
6. What is the reference to Richard Tate?
7. What was the reference to Starbucks about?
8. What do you understand from 'the big picture' and the reference to Twitter?
9. What do you understand from creating a story with a hero and a villain?

10. S.J presentations have 3 elements, what are they?

11. How did S.J introduce the iPad?

12. How should you bring numbers into a presentation?

13. What is discussed on the topic of 'picture superiority'?

14. What is discussed on the topic of 'emotionally charged events'?

15. What are the 3 main points with mastering stage presence?

16. Are you selling dreams or products and why?

17. S.J talks about the Apple Brand - name some of the things he says?

18. What is the 'one more thing...' in Apple presentations?

19. The final summary is....

20. Critical thinking: Do you agree with this lecture? What did you like / dislike? Can we all be like Steve Jobs? Maybe, some people have more charisma than others? Can we always be passionate about everything we present? Surely, Apple's 'think differently' and 'believe in your dreams' are intelligent marketing phrases - made to make us think we are special, when we are really the same as everyone else? Anything else?

Sell your ideas like Steve Jobs – **ANSWERS**

1) What is the title of the presentation?

The new rules of persuasive presentations

2) What does he mean by 'a new way at looking at an old problem'?

How do we sell our new ideas effectively?

3) What's the name of his best seller?

The presentation secrets of Steve Jobs

4) What is the premise he starts with?

'A person can have the greatest idea in the world but if that person cannot convince others - it doesn't matter!'

5) In the Steve Jobs (S.J) informal meeting video, what does he state about passion?

People with passion can change the world for the better.

6) What is the reference to Richard Tate?

Created a board game called 'Cranium' – everyone said it wouldn't work, followed his dreams, inspires self-esteem, HQ is fun and enthusiastic, sold a million games with no advertising. Great ideas come from feeling – don't take No for an answer.

7) What was the reference to Starbucks about?

The CEO in interviews doesn't talk about coffee but selling a workplace

8) What do you understand from 'the big picture' and the reference to Twitter?

The brain craves meaning before details and if you can't summarise your idea in 140 characters then your sales pitch isn't good. (Examples; Tiger / Morgan Stanley / MacBook Air slide 'the thinnest notebook' / the Beatles on iTunes)

9) What do you understand from creating a story with a hero and a villain?

Presenting is like telling a good story and people want a hero and a villain. Examples were that IBM and Apple. Also it can also be problem and a solution, example of the I-phone)

10) S.J presentations have 3 elements, what are they?

To inform, educate and entertain

11) How did S.J introduce the iPad?

By identifying its tasks and using the Netbook as the villain.

12) How should you bring numbers into a presentation?

By contextualising them. Examples; 5GB iPod = 1,000 songs in your pocket / Cisco 320 TB router 'powerful enough to download congress library in 1 sec'

13) What is discussed on the topic of 'picture superiority'?

A picture aids 65% memory processing only 10% using a word. Brainstorm ideas before making a p.p.t - pictures means using more thought.

14) What is discussed on the topic of 'emotionally charged events'?

More emotion/feeling in p.p.t the more the presentation is remember. This is because it releases dopamine into the brain that records the event. Examples; SJ taking the MacBook Air out of an envelope.

SJ introduces the iPhone by not showing it first but by engaging the audience 'today Apple will reinvent the phone'.

Also Bill Gates talking about Malaria – he pretends to release Malaria Mosquitoes into the room.

15) What are the 3 main points with mastering stage presence?

65% of impression on people is through facial/gestures/body language

1) eye contact (80-90%). 2) open posture. 3) hand gestures

16) Are you selling dreams or products and why?

Selling dreams - people only care about themselves and what's in it for me??

17) SJ talks about the Apple Brand - name some of the things he says?

Think differently, people need inspired products to change the world, serve the people, in craziness we see genius, focus on the customer to articulate vision.

18) What is the 'one more thing...' in Apple presentations?

Dream bigger and believe in your dreams.

19) The final summary is....

Deliver and communicate your ideas with confidence, clarity and passion.

20) Critical thinking: **your own ideas here!**