



2012

Inspiration

from

Steve Jobs

Monthly Calendar

January 2012

" The only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle. As with all matters of the heart, you'll know when you find it. "

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February 2012

" You can't connect the dots looking forward; you can only connect them looking backwards. So you have to trust that the dots will somehow connect in your future. You have to trust in something — your gut, destiny, life, karma .."

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March 2012

“Your time is limited, so don't waste it living someone else's life. Don't be trapped by dogma — which is living with the results of other people's thinking. Don't let the noise of others' opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become.”

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April 2012

“Death is the destination we all share, no one has ever escaped it. And that is as it should be because death is very likely the single best invention of life.”

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May 2012

When you first start off trying to solve a problem, the first solutions you come up with are very complex, and most people stop there. But if you keep going, and live with the problem and peel more layers of the onion off, you can often times arrive at some very elegant and simple solutions.

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June 2012

I think if you do something and it turns out pretty good, then you should go do something else wonderful, not dwell on it for too long. Just figure out what's next.

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July 2012

Innovation has nothing to do with how many R&D dollars you have. When Apple came up with the Mac, IBM was spending at least 100 times more on R&D. It's not about money. It's about the people you have, how you're led, and how much you get it.

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August 2012

It's really hard to design products by focus groups. A lot of times, people don't know what they want until you show it to them.

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September 2012

Being the richest man in the cemetery doesn't matter to me ... Going to bed at night saying we've done something wonderful... that's what matters to me.

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October 2012

I was worth about over a million dollars when I was twenty-three and over ten million dollars when I was twenty-four, and over a hundred million dollars when I was twenty-five and it wasn't that important because I never did it for the money.

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November 2012

You can't just ask customers what they want and then try to give that to them. By the time you get it built, they'll want something new.

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December 2012

We're gambling on our vision, and we would rather do that than make "me too" products. Let some other companies do that. For us, it's always the next dream.

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