

The Legacy of Steve Jobs: Beyond the Tech World

Following Steve Jobs's death in October, much was said about his approach to business and product development, especially his belief that "a lot of times, people don't know what they want until you show it to them." He was also known for some unique, and sometimes tough, approaches to management. In fact, Jobs made *Fortune's* list of America's Toughest Bosses in 1993.

Others, however, point to his unique way of getting the best ideas from his people. Roberto Verganti, author of *Design-Driven Innovation: Changing the Rules of Competition by Radically Innovating What Things Mean*, says, "There was orthodox management, and then there was Steve Jobs."

According to Verganti, perhaps Jobs's most interesting technique was to manage by meaning. "[This] requires recognizing that people are human: They have rational, cultural and emotional dimensions, and they appreciate the person who creates a meaning for them to embrace." Verganti adds, "Jobs also offered meaning to his employees. . . . Jobs infused them with a sense of mission."

So what new things might you try to create meaning and infuse your employees with a sense of mission about safety? Read Verganti's article about Jobs at <http://goo.gl/JhHLL>.

If you have a cartoon, anecdote, joke or interesting safety item you'd like to submit for publication on this page, send your contribution to professionalsafety@asse.org. Submissions will not be returned.



"A lot of people in our industry haven't had very diverse experiences. So they don't have enough dots to connect, and they end up with very linear solutions without a broad perspective on the problem. The broader one's understanding of the human experience, the better design we will have." STEVE JOBS

A Slice of Apple's History

It's the time of year when gift lists are top-loaded with wishes for electronic toys and the latest gadgets. With Apple in the news with the release of the iPhone 4S,

the 10th anniversary of the iPod, speculation about the iPhone 5 and the hot-selling biography of founder Steve Jobs, we thought you might appreciate this list of things you might not know about the consumer electronics company.

- 1 The first apple logo featured Isaac Newton sitting under a tree, with an apple about to hit his head. The logo's high level of detail made it difficult to read when shrunk down and stuck on a product. The monochromatic apple logo was introduced in 1998.
- 2 To buy parts and build the first few Apple I's, Jobs sold his Volkswagen van and Steve Wozniak sold his Hewlett-Packard 65 scientific calculator for \$500. The HP-65 retailed for \$795 and was marketed as "the smallest programmable computer ever."
- 3 Apple made the first mass-market color digital camera in 1994. The QuickTake 100 could snap eight photographs and connected to a Mac via a serial cable. It cost \$749 but had less than one megapixel resolution and no digital display.
- 4 The name iPod was inspired by *2001: A Space Odyssey*. Reportedly, as soon as Apply copywriter Vinnie Chieco saw the white device, he thought of the iconic movie. "Open the pod bay door, Hal!"
- 5 The first iPod had an Easter egg—a Breakout game that could be accessed if you knew the right combination of buttons to press. As it turns out, Jobs and Wozniak both worked on that product when employed at Atari.

off the mark.com by Mark Parisi



The winner of the first-ever PS Create a Caption contest is **William Beckett**, a professional member of the New Jersey Chapter. His entry appears below this photo.

December Safety Photo of the Month



This morning he cautioned his wife about using a dull knife to slice a tomato.

Sterling Kenyon
Bedford, TX

The Long-Running Debate

Remember chuckling at the "Get a Mac" commercial series that poked fun at the PC? Hopefully, these jokes will bring a smile to your face.

Q: What's the difference between a PC and an abacus? A: It's doesn't take 20 minutes to boot the abacus.

Q: What's the best way to accelerate a PC? A: Drop it off a tall building.

Q: Why doesn't NASA use PCs? A: They don't need to do crash tests.

"I'm not smart, but I like to observe. Millions saw the apple fall, but Newton was the one who asked why."

William Hazlitt