

Steve Jobs

The only way to **do great work** is to **love what you do**.

Stay hungry... Stay foolish!

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 other's opinions drown out your own inner voice. And most important, have the **courage** to **follow your heart** and intuition.

How can I live an exceptional life?

Do I love what I do?



Unique

I'm convinced that about half of what **separates** the successful entrepreneurs from the non-successful ones is **pure perseverance**.



Am I following my heart or someone else's?

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**. And, like any great relationship, it just gets better and better as the years roll on.

Exceptional

Rare

Genius



I want to **put a dint** in the universe.



Listen... What is my inner voice telling me?



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.

Failure
or
Fear
No with
Live

Almost everything - all external expectations, all **pride**, all **fear** of **embarrassment** or **failure** - these things just fall away in the face of death, leaving only what is **truly important**. Remembering that you are going to die is the best way I know to avoid the trap of thinking you have something to lose. **You are already naked. There is no reason not to follow your heart.**

Icon

Revolutionary

Inspirational

Transformational

What have I done today that is working?

What have I done today that matters?



What small step can I take today that could change the world?

Am I following my heart?



Innovator

Creator

Thinker

Rule

Breaker

I didn't see it then, but it turned out that **getting fired** from Apple was **the best thing** that could have ever happened to me. The heaviness of being successful was replaced by the lightness of **being a beginner again**, less sure about everything. It freed me to enter one of the most creative periods of my life.



Why join the navy if you can be a **pirate**?



Do you want to spend the rest of your life selling sugared water, or do you want a **chance** to **change the world**?



If today were the last day of my life, would I do what I'm about to do today?

When I was 17, I read a quote that went something like: **If you live each day as if it was your last, someday you'll most certainly be right**. It made an impression on me, and since then, for the past 33 years, I have looked in the mirror every morning and asked myself: **If today were the last day of my life, would I want to do what I am about to do today?** And whenever the answer has been **No** for too many days in a row, I know I need to **change something**.

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, whatever. This approach has **never let me down**, and it has made all the difference in my life.



Legend

Leader

Mentor

Teacher

What opportunity does this setback present me with?

What is good and positive about this experience?



Sometimes **life hits you** in the head with a brick. **Don't lose faith**.