

# Steve jobs informative

[Business](#), [Entrepreneurship](#)



## **Outline for Informative Speech Topic: Steve Jobs**

### **General Purpose: To Inform Specific**

Purpose: To inform my audience about the life of Steve Jobs Thesis:

Technology would never be the same ever since the arrival of the great Steve Jobs. \* Introduction Attention Getter: In 1984 the first cd player or "Walk-man" was released. The first laptop came out in 1982 and cost a mere \$8,150 which comes out to \$19,630 today.

In 2001 the first smartphone was released. All of these devices since have been outdated and updated. And the company that runs them all is Apple Co. And Apple would not be where it is if not for the mastermind behind it all, Steve Jobs Significance: Almost everyone, everywhere either own or have owned an iPod, iPhone, or Macbook. Credibility: According to CNN. net "Apple iPhone controls half of the web traffic produced by all smartphones." And according to Amazon.

com 4/10 laptops sold are Macbooks. Thesis: Steve Jobs has changed the technology world and the way that the world uses technology. Preview: Specifically I will talk about Jobs upbringing, how apple got started, and what they did to become a powerhouse in technology. Transition: The reason Steve Jobs named it apple was because he used to work for Atari and Apple got in the phone book before it.

### **Body**

To first understand the genius that is Steve Jobs we have to look at his upbringing and his past. According to biography. com Steve Jobs was born

Steve Paul in San Francisco, California on February 24th, 1955 Steve Jobs was adopted almost right after birth by Clara and Paul Jobs.

While at a young age Jobs showed an interest in technology mainly because his family moved to Los Altos, California. And in Los Altos was Hewitt-Packard one of the biggest technology companies of the time. While young Steve and Paul would work on electronics in the garage. Paul taught Steve how to take apart and reconstruct them, a hobby that would inspire jobs to his dream.

While Jobs was always a thinker, he had a difficult time in school. His Fourth grade teacher even had to bribe him to focus. However he tested so well the school board wanted to bump him to high school but his parents declined \*

Transition: Jobs didn't start his own company alone nor was it a success right away.

## **Body 2**

In 1971 Jobs enrolled at Homestead High School. Not long after that did he was introduced to his future partner in business Steve Wozniak through a friend.

Wozniak was attending University of Michigan when they met. Wozniak once said in an interview with ABC News " We both loved electronics and the way we used to hook up digital chips," Wozniak said. " Very few people, especially back then had any idea what chips were, how they worked and what they could do. I had designed many computers so I was way ahead of him in electronics and computer design, but we still had common interests. We both had pretty much sort of an independent attitude about things in the world. " After High School Jobs enrolled at Reed College in Oregon Lacking

focus and direction Jobs dropped out after only 6 months but still continued to go to some Art classes Jobs then took a game testing job for Atari in 1974 He left after 7 months to go to India to find spiritual enlightenment in India While he did this he experimented with psychogenic drugs and traveled the world. In 1976, when Jobs was just 21 he and Wozniak started Apple Computers They started the company out of Jobs parents garage They funded Apple by Jobs selling his car and Wozniak selling his scientific calculator \*

Transition: From this point Apple would excel and grow in fame

### **Body 3**

Jobs and Wozniak were credited with revolutionizing the computer industry They did this by making the computer smaller, cheaper, and available to an everyday consumer.

They first came out with the Apple I The computer first listed at \$700. 00 a piece It made the company \$774, 000 3 years after the release of Apple II their sales increase 700% This made Apple worth \$139 million. In 1980, Apple became a publically traded company with a value of \$1. billion on the first day of trade. After this, Apple would come out with a couple of failures and lose popularity to IBM CO. The Apple board began to think Jobs was hurting apple and phased him out \* Transition: Jobs was not always an Apple man, but opened multiple Big named companies we all know about.

### **Body 4**

In 1985, Jobs stepped down as Apple's CEO to begin a new hardware and software company called NeXT Inc.

The next following years NeXT grew and Jobs bought out an animation studio called Pixar. Jobs had high faith in Pixar so he invested \$50 million of his own money in it. Pixar released very popular movies such as Toy Story, Finding Nemo, and The Incredibles Pixar's films netted \$4 billion In 2006 the studio merged with Walt Disney, making Steve Jobs Disney's largest shareholder. Apple then bought out NeXT in 1997 for \$429 million That same year Jobs returned to his post as Apple's CEO Jobs then put apple back on top With a new management team and altered stock options and only taking an annual salary of \$1 Also coming out with new devices, marketing techniques, and cool looking designs he recaptured the world's attention. Conclusion After all this commotion, going from top, to bottom, back on top Steve Jobs has marked his name in history for many companies and big time in the technology industry. Sadly on October 5, 2011 Apple Inc. announced that co-founder Steve Jobs had died at the age of 56 of pancreatic cancer.

Even though Jobs is gone his legacy will live on. I have now attempted to tell you on who Steve Jobs was growing up, on how Apple was created, how it became successful, and how Steve Jobs was the mastermind behind it all.