

LINKAGE, PROUDLY PRESENTS. . . .



LEADERSHIP LESSONS FROM STEVE JOBS

November 15th, 2012—08:30-11:00

In a world in which business as usual only guarantees failure, what can we learn from one of the century's most accomplished leaders? Esteemed author Walter Isaacson—who was given exclusive and unprecedented access to the subject of his most recent book, *Steve Jobs*, is widely considered to be one of today's most insightful biographers. Isaacson's ability to brilliantly capture the unique cultural currents surrounding America's greatest leaders and creative thinkers is showcased in his best-selling books on Steve Jobs, Albert Einstein, and Ben Franklin. Bringing audiences closer to one of these remarkable figures—Steve Jobs—Isaacson discusses the vital information that can be learned from his life. By highlighting the fascinating details of how success came to Jobs through the questioning of conventional wisdom and a willingness to explore new ideas, Isaacson provides an astute analysis of timeless leadership principles and the lessons they can teach us on fostering the creativity necessary to compete in a globalized society where every day presents unforeseen challenges and opportunities.

During this program you will learn:

- The traits Steve Jobs exemplified and how to use these traits to empower today's business leaders
- Lessons of creativity, innovation, and out of the box thinking
- Insights learned from Steve Jobs on what companies will need to succeed at going forward and how it differs from some success factors of today

"Some leaders push innovations by being good at the big picture. Others do so by mastering the details. Jobs did both, relentlessly."

- Walter Isaacson

Walter Isaacson is a best-selling author and highly-acclaimed journalist, who gives voice to the historical figures and business icons who have shaped and transformed our nation and the world. As President/CEO of the Aspen Institute, former Chairman/CEO of CNN and former Managing Editor of TIME magazine, Walter Isaacson's passion goes well beyond the news. Isaacson spent the last two years working on the only authorized biography of Apple Co-founder, Steve Jobs, titled *Steve Jobs*. Based on more than 40 interviews with Jobs—as well as interviews with more than a 100 family members, friends, adversaries, competitors and colleagues Isaacson is also known for giving voice to America's historical figures and how the lessons they imparted still apply to today. His other best-selling books include *Einstein: His Life and Universe*; *Benjamin Franklin: An American Life*, in which he analyzes the events that shaped American history and shows how their ripple effects continue to transform the world today. In addition to sharing with audiences the amazing life of Steve Jobs and how he changed the worlds of technology and business, Isaacson will also discuss current global events within the framework of history's valuable lessons and offers a wealth of insight culled from more than two decades of journalistic experience.

PRESENTED BY

Linkage