

METHOD	EXPLANATION
Do what you love	To be top-motivated and have a passion for what you're doing was, according to Jobs, a prerequisite for getting new creative ideas.
Put a dent in the universe	Many opportunities lie right in front of us, but few have (as Jobs had) the ability to see the opportunities – the great vision. Too many think too small.
Kick start your brain	You need to be inspired to be creative and see opportunities. Jobs sought out inspiration and got inspired. "Creativity is connecting things," he said.
Sell dreams, not products	Jobs did not see the buyers of Apple's products as customers, but as people with dreams. Jobs developed products, but they were means to help people realise their dreams.
Say no to 1,000 things	In the world of Jobs, innovation is not to smother the products with functionality, but to eliminate the unnecessary, so that the necessary is clear.
Create insanely great experiences	This is about creating experiences for customers. For example, Apple's shops are furnished without boxes, but with rich possibilities to try the goods and be inspired. There is a focus on visitors needing to have good experiences.
Master the message	Steve Jobs' introductions of new products were worldwide events with a great deal of attention.

FIGURE 9.18
Steve Jobs' Method of innovation.