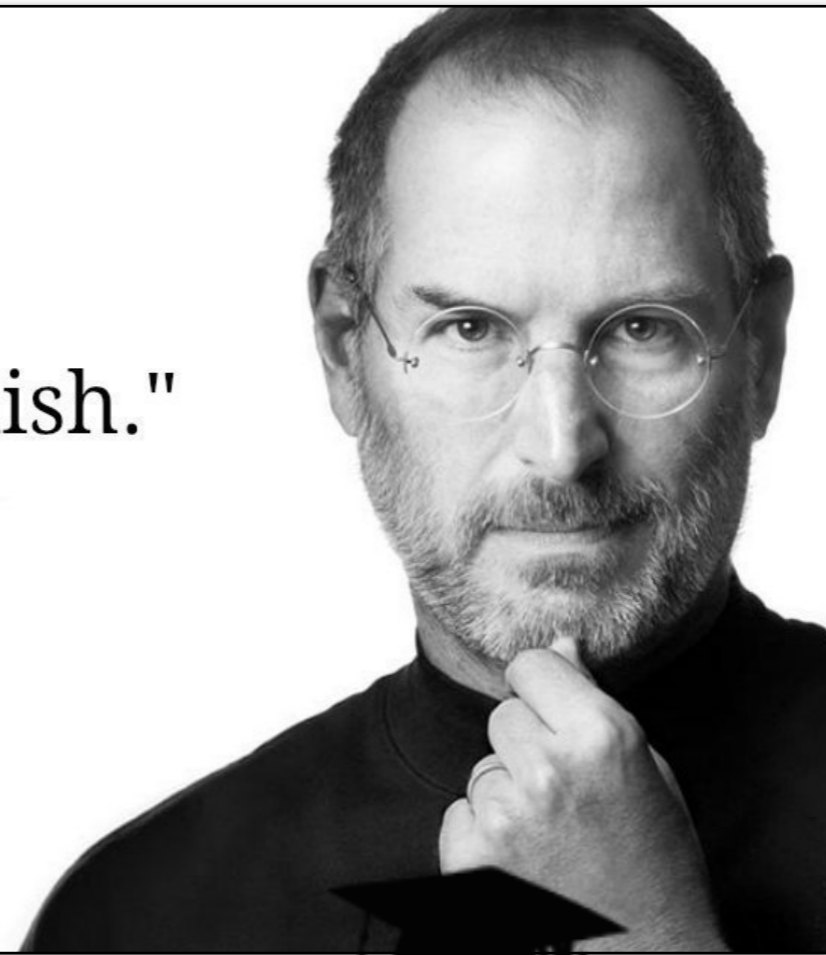


"Stay hungry, stay foolish."

- Steve Jobs

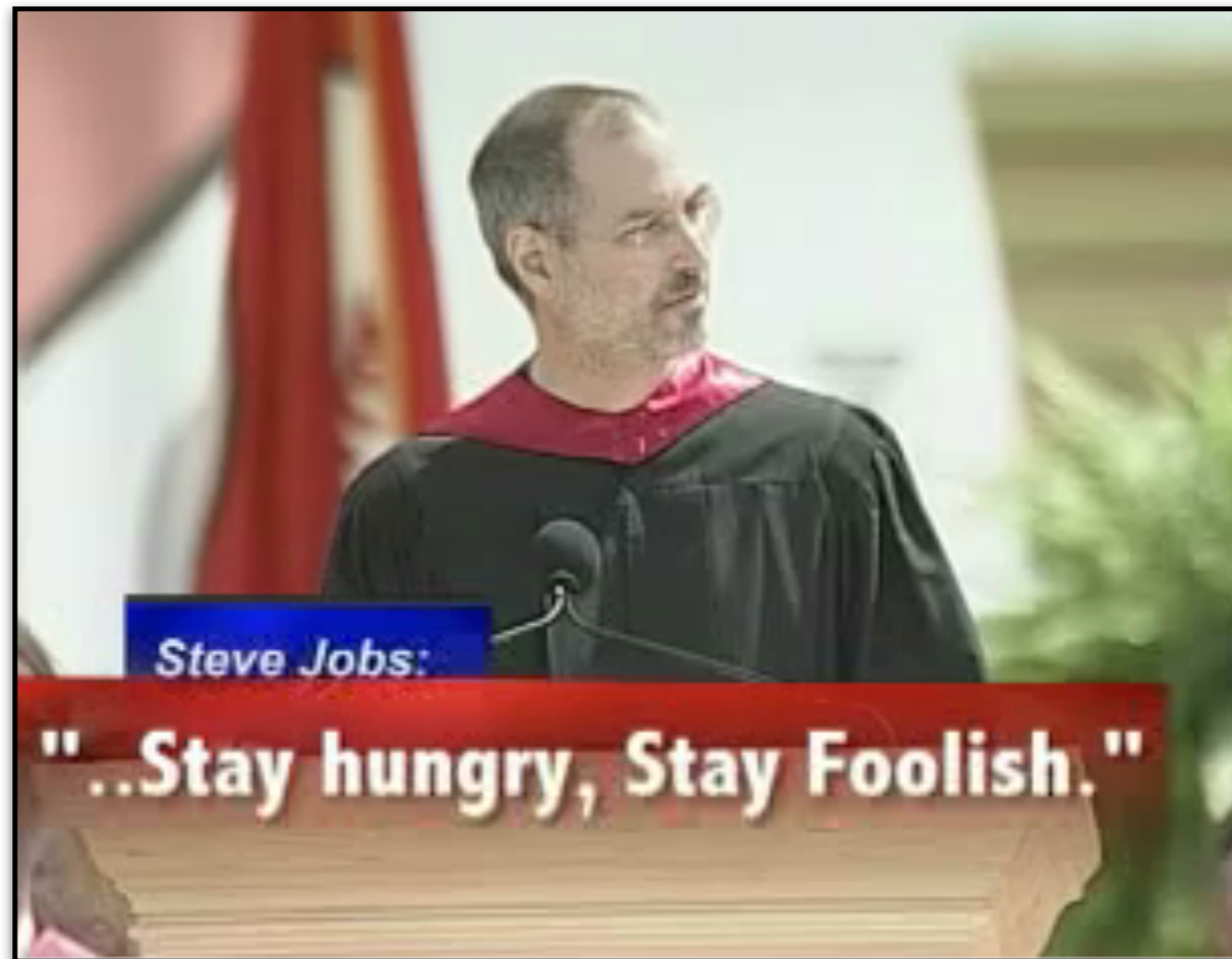


***Words to live by for your graduating seniors, and beyond***

# Maybe the Best Commencement Speech ever ?

A few years before Steve Jobs died early in life, Stanford asked him to give the graduating class a farewell talk. It has now become the legendary 'Stay Hungry, Stay Foolish' speech. Take the next 15 minutes and learn why these words resonated with Jobs and follow-on generations.

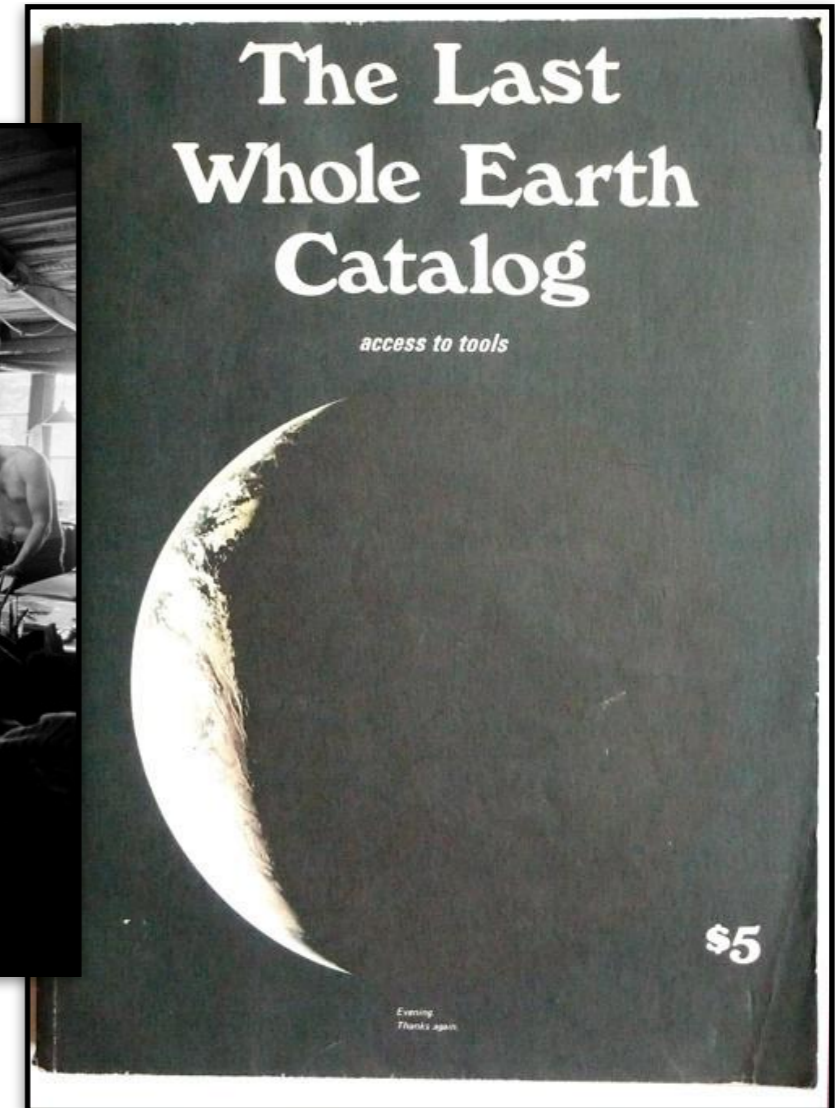
<https://www.youtube.com/watch?v=UF8uR6Z6KLc>



***Learn how being a college dropout, fired founder, and terminal cancer patient kept him hungry and foolish***

# Where did the phrase come from?

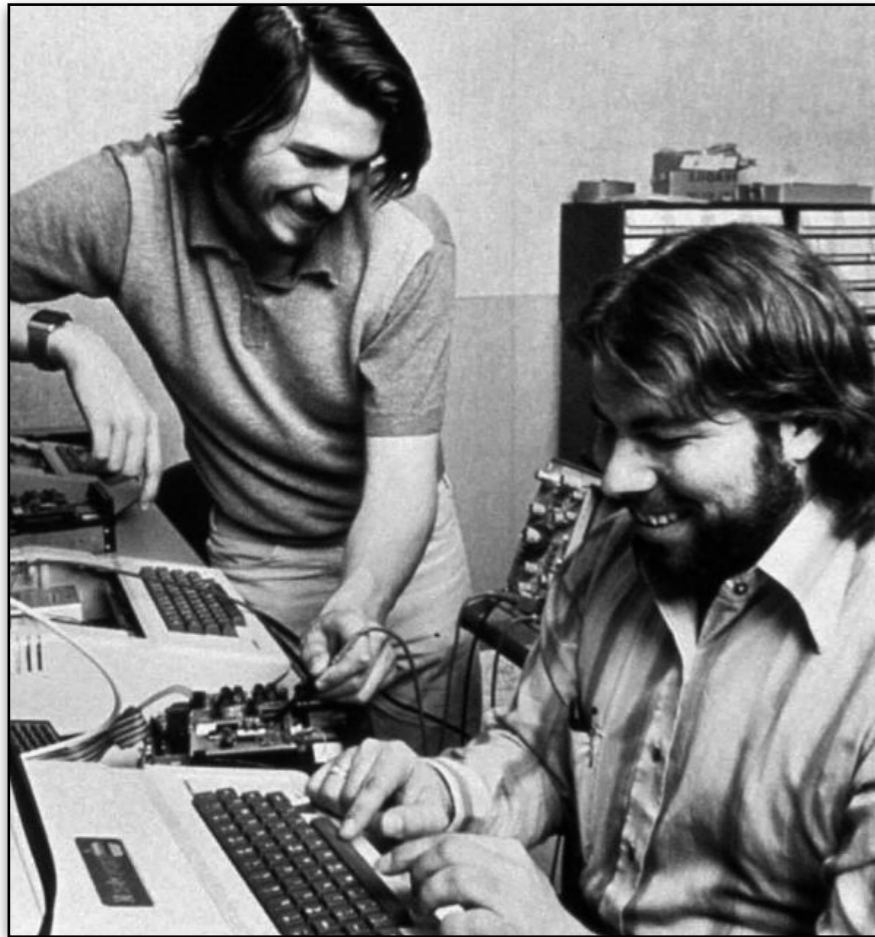
“When I was young, there was an amazing publication called *“The Whole Earth Catalog,”* which was one of the bibles of my generation. It was created by a fellow named Stewart Brand, and he brought it to life with his poetic touch. This was in the late 1960’s, before personal computers and desktop publishing, so it was all made with typewriters, scissors, and Polaroid cameras. It was idealistic, and overflowing with neat tools and great notions. Jobs Quote



Jobs Quote:

“Stewart and his team put out several issues of *The Whole Earth Catalog*, and then when it had run its course, they put out a final issue. On the back cover of their final issue was a photograph of an early morning country road, the kind you might find yourself hitchhiking on if you were so adventurous. Beneath it were the words: *“Stay Hungry. Stay Foolish.”*”

# “Failures are the pillars of success”



The most celebrated entrepreneur of our era, Steve Jobs, gave this adage new life and meaning at the Stanford University commencement speech seven years ago. Born to a single mom who put him up for adoption, a drop-out from university in his teenage years, publicly kicked out of the company he founded and built when 30, and diagnosed with cancer at 50, many would have said his life was unfair.

However, in between, Jobs became known as the “Father of the digital revolution,” founded “Apple,” “Pixar” and “NeXT” and became a household name. Without the inventions in smart phone and tablet technology he pioneered, the social media revolution would not have been what it is today.

Don't be an expert that evaluates things and judges them as either “doable” or otherwise! The older you get, the more pressure society puts on you to pick a safe, tried and true path. But you're born foolish into this world, and growing up, you only learned by making unbelievably stupid mistakes. Keep making those mistakes, and learn!

Failure  
is not the  
opposite  
of success;  
it's part  
of success.

## Stay Hungry

In life never be satisfied by what you have achieved in the past, because if you do so you'll eventually fall behind. To quote Herbert Spencer: "It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change." So never stop learning and always look out for the next big thing. The day you get satisfied with your life, your life will come to a standstill in a world that's always moving.

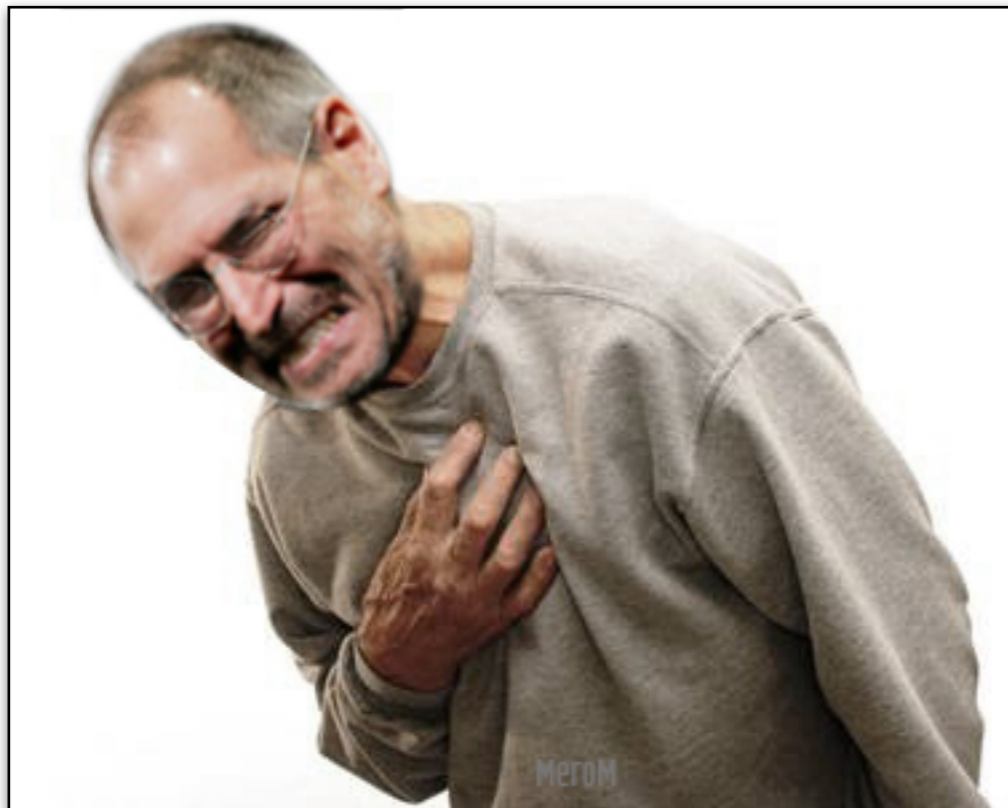
**Personal perspective...** I was never satisfied with just having a job. I would look for companies that were pushing the envelope. These were the start-ups in new industries where relevant industry experience was hard to find, so my 'no-degree' resume was not a problem. I may have embraced change a little too much (13 start-up operations), but each experience expanded my adaptability, forced me to evaluate trends, and jump ship to the newest rocket.



# Death gets your attention

**June, 2005** – Jobs delivers a commencement speech at Stanford University, telling the audience, “Remembering that I’ll be dead soon is the most important tool I’ve ever encountered to help me make the big choices in life.”

When you are told to ‘get your affairs in order’, people freak out, make sobering decisions, and make very personal choices about their remaining time. When Jobs was told he had terminal cancer, he took some time off, came back to Apple and revamped the company for his last big dream. He killed off all the extraneous projects and moved all the resources to change the world. Two years later Apple released the iPhone, the product that did change the world.



## ***Stay foolish***

This term is a dare to make unconventional decisions, as Steve Jobs did when he quit his college to pursue his goal. Jobs is saying that you SHOULD take stupid risks and throw caution to the wind. Anyone can follow a safe road trudging by down jobbers, but if you want to be excited about what you do each day, then you need to find what turns you on and change your priorities in life. Jobs is simply saying: "You only live once, so make it count and go after what you want no matter what."

## **Personal Perspective**

Not everyone can pickup and leave everything behind to follow their bliss. During my career I knew so many people that had families and a local network they did not want to leave, and that is OK.

## ***Untethered***

Nancy and I choose a different path. We knew we would never go back home, opted for no kids, and saw each change as an adventure. Living in Arabia was not a 'life dream', but we knew it would be a 'dance of a life time', so we threw caution to the wind.

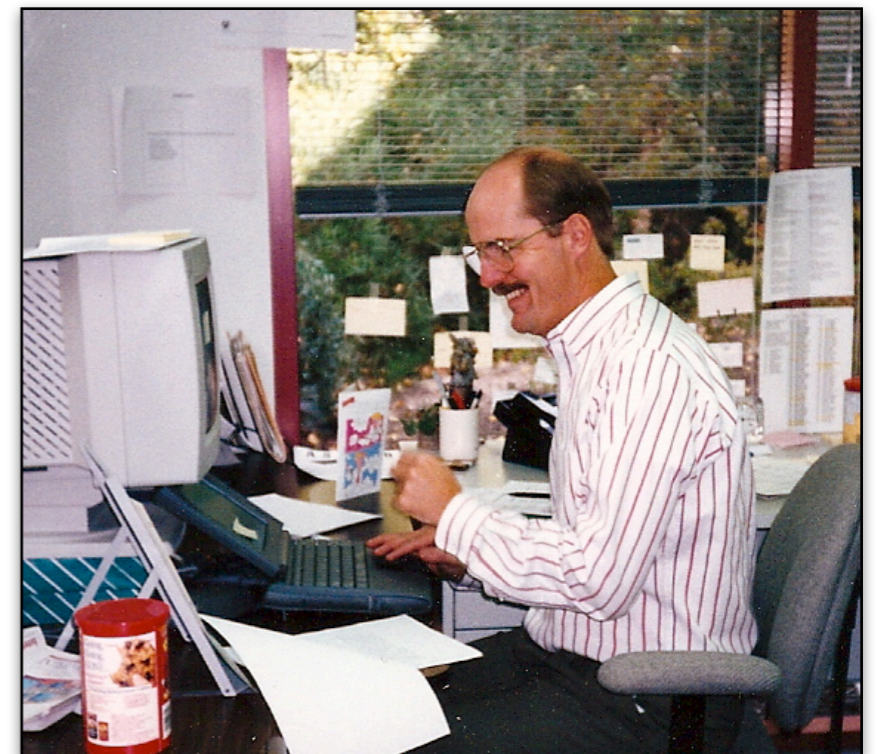


# Stay Foolish

I was told:

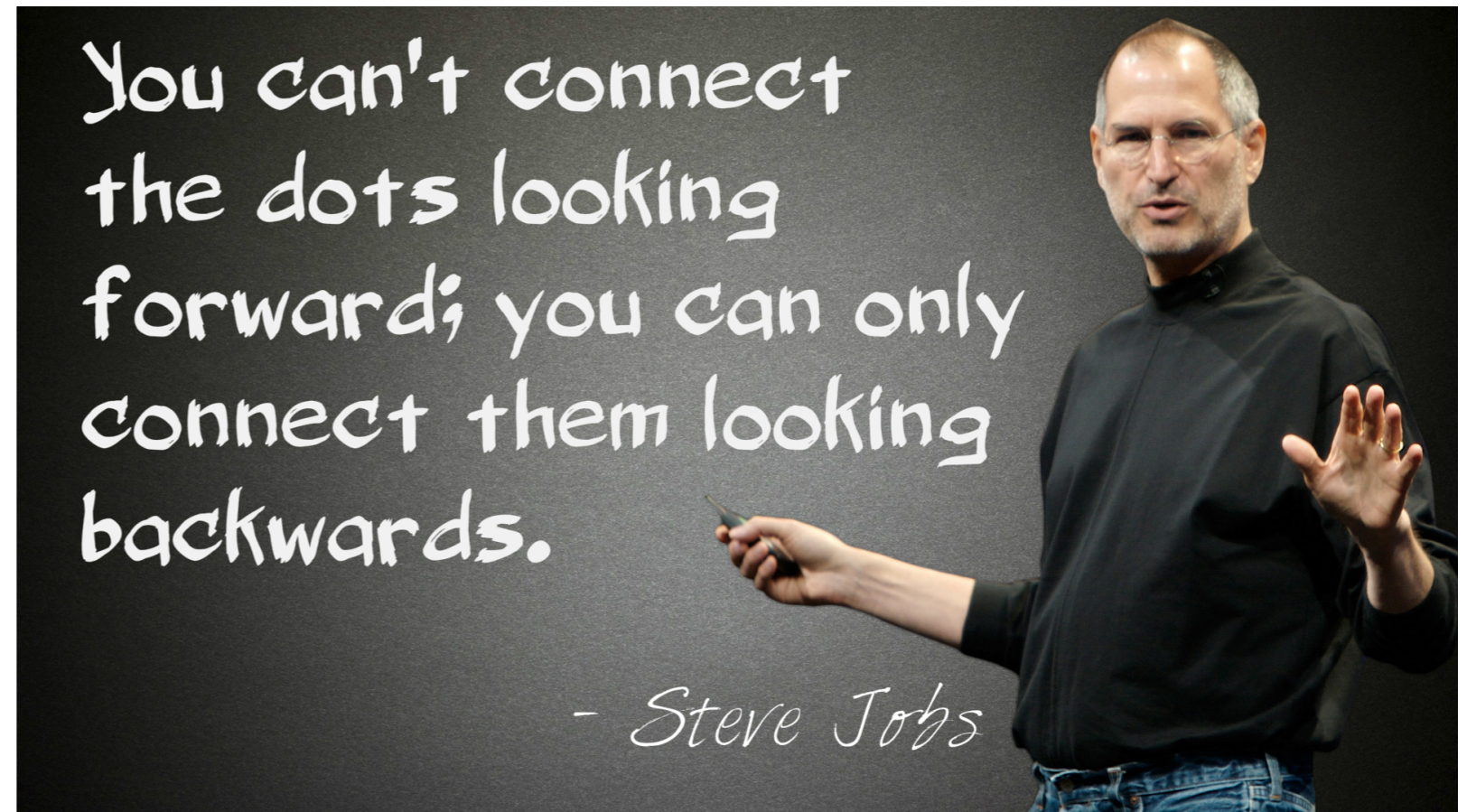
- Don't leave mainstream high tech and go off to live in Arabia.
- Don't go with a chip company trying to dethrone Intel.
- Don't leave the greatest graphics computer company of all time (Silicon Graphics), and go to a floundering start-up.
- Don't try to compete with Cisco to dominate the internet access server market.

I went ahead and followed my foolish heart, and did all these crazy things. You never know how things will turn out, but you make the best informed decision you can, then you throw yourself into it with all the unbridled enthusiasm of a teenager.



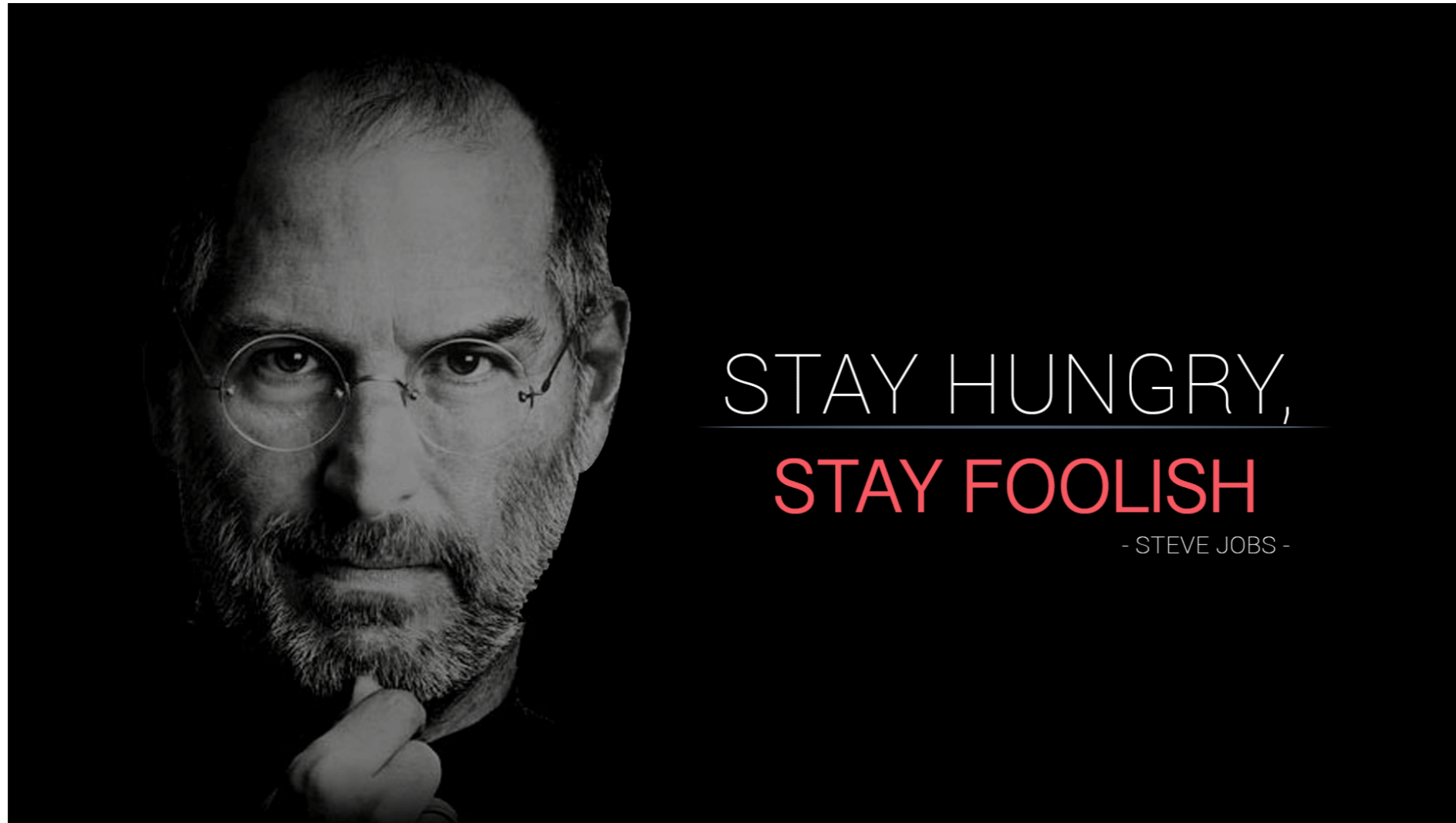


Throughout the speech, Steve makes the point to trust that you know where you are going. That only after you're there, can you then look back in the rear view mirror and **connect the dots.**



When you are young you don't understand the dot analogy, because you don't have a lot of life-dots to connect. I look back at seemingly inconsequential experiences or people along the way that somehow fit into a pattern of who you become over time: learning to type, team sports, living overseas, lots of start-ups, lots of industries, lots of technologies, etc.

The key is to stay hungry, diving into many pools of experience so you can create more dots. If you stay present and learn from each experience, these dots will start adding up and create your pattern for life. Looking back we all admit that there was no 'grand design' in the beginning, but together the dots connect to form a unique creation that is called 'You'.



As Steve Jobs ends telling his last story, he leaves the final message, "Stay Hungry. Stay foolish." This quote sums up every main point in each of his stories. Don't waste time regretting the mistakes you've made. Learn from your mistakes and avoid making the same mistakes again. At the end of the day, all the dots will connect forming reasons as to why things have happened in your life. If you're "hungry" and "foolish," you are willing to learn. So Jobs was telling people always be willing to learn new things.

# Crossing Paths & Connecting Dots

My hidden tale of crossing paths and connecting dots with Steve Jobs



Trade shows are boring for the booth dwellers of the unknown wannabes. So, when Len Backus told me he was going off to the BIG hall to look for a new job, I probably should have been open to the idea, and gone with him. As it turned out he scored, by the time the tech trade show was done he told me “I’m going to sell Steve Jobs’ computers”.

“How? Jobs was pushed out of Apple”

“Not Apple, PIXAR Image Computers”

And this began my dot collection with the whiz kid of silicon valley.

Was it because his name was also Steve, or was it that he was also a college drop out? Or that he was more of a marketeer than engineer. Anyway he started to appear on my radar.



Len was a relentless romantic

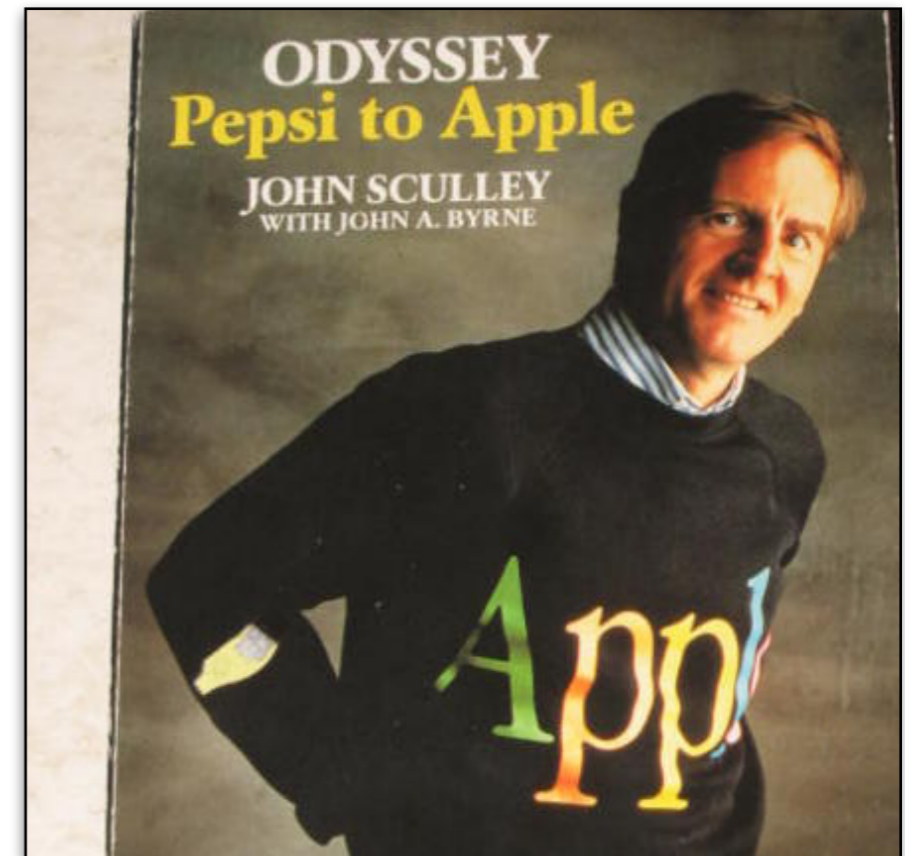


The fledgling start-up never got traction so it was time to look for a new gig. After our last trade show in Las Vegas, Nancy and I cruised up to Silicon Valley just to ‘touch the elephant’. It was the trip that first introduced us to the North Coast. We drove all over Silicon Valley and right up to Apple HQ. It may have been then that Nancy and I looked at each other and jointly said “What are we doing in Houston”.



On this trip I bought the John Sculley book detailing how he took over Apple. How Jobs was pushed out of the company he founded... by the man he recruited? An intriguing question that was one-sidedly recounted by Sculley.

When Jobs was trying to recruit Sculley (the current CEO of Pepsi), Jobs finally turned him around when he asked “Do you want to continue selling sugar water or change the world”.

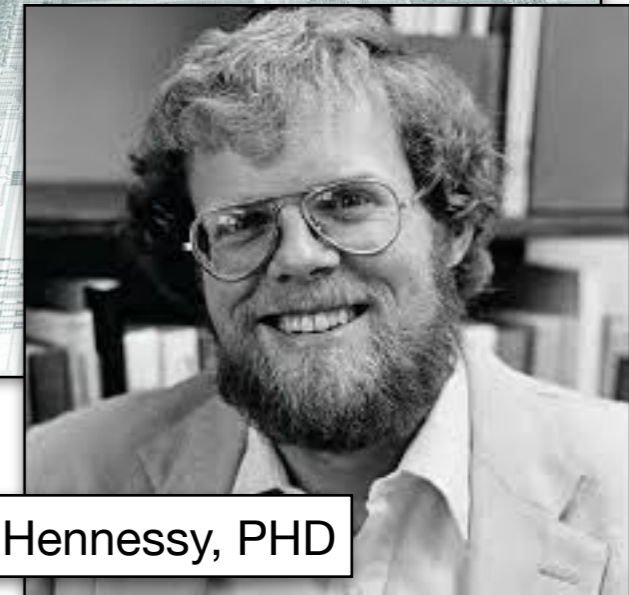
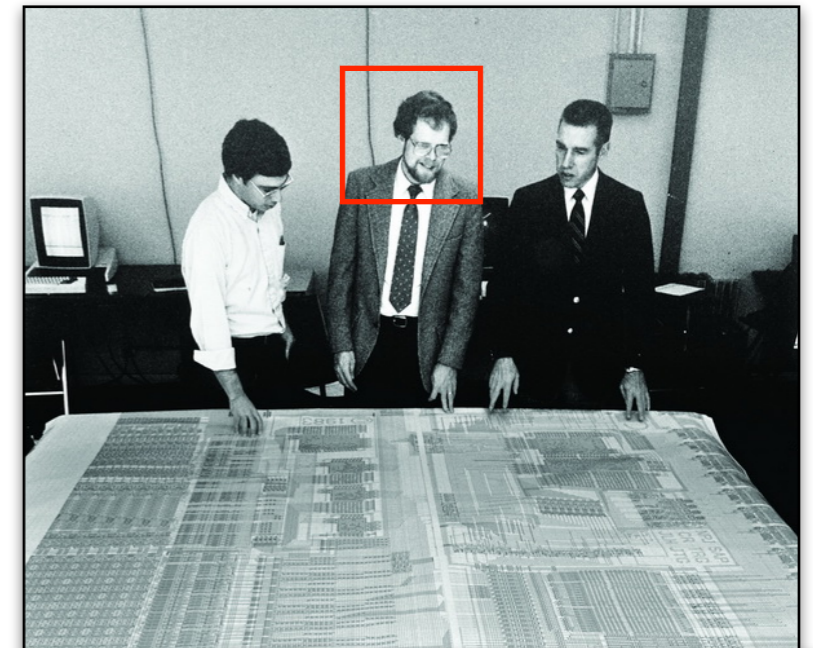


Even though I had chalked up another failure on my resume, I had made some favorable impressions along the way. I finally found the contact info for a member of our board who was out in Silicon Valley. He happened to now be the VP of Sales at a company called MIPS. “Steve, I remember you. We have the fastest god-damn processor in the world and we’re are going up against Intel...I need some marketing people to build a consortium to topple the giant...you up for a fight?” I had no idea I had been drafted to be soldier in the last great battle of the computer industry.



Well, of course I had to join this David and Goliath fight.

MIPS was founded by a Stanford Prof. who taught thousands of entrepreneurial engineers advanced chip design. Along the way he amassed over 30 patents, create a breakthrough new RISC technology, and founded MIPS to take on the establishment. Like Steve Jobs he broke all the rules, but unlike Jobs he shared his genius with everyone. He would later become the President of Stanford. He is now referred to as ‘the godfather of silicon valley’.



John Hennessy, PHD

# Getting Your Grove Back

A year later my friend (Len) called me and said that PIXAR had a company meeting and he was fired. Jobs had stood up and simply said they were getting out of the Image Computer business and were going to concentrate on Animated Movies instead. I believe Steve Jobs bought PIXAR to dabble with something new and rekindle his creative juices.



Once again Steve had the golden touch. PIXAR would become the Animation superstar, and Disney would eventually buy it...paying Jobs \$7 Billion.

# Strange Bedfellows

While Jobs was turning PIXAR around, he was itching to build a new computer company. He was searching around silicon valley for investors in his new computer company, but found money in Texas. Strange but true, my old boss at EDS (Ross Perot) jumped at a chance to be relevant again. The company was called NEXT, and he wanted to build the greatest workstation ever.



NEXT would require the fastest processor on earth. Did Jobs take John Hennessy's calls to use the MIPS RISC technology...of course not, he wanted to do his own thing.

Ross was a luminary IBM salesman before forming EDS. Ross introduced Steve to IBM and they formed a consortium with Motorola to compete with Intel and MIPS.



# We Won the War...or was it just a battle?

1991

TECHNOLOGY

🏠 Back to Home

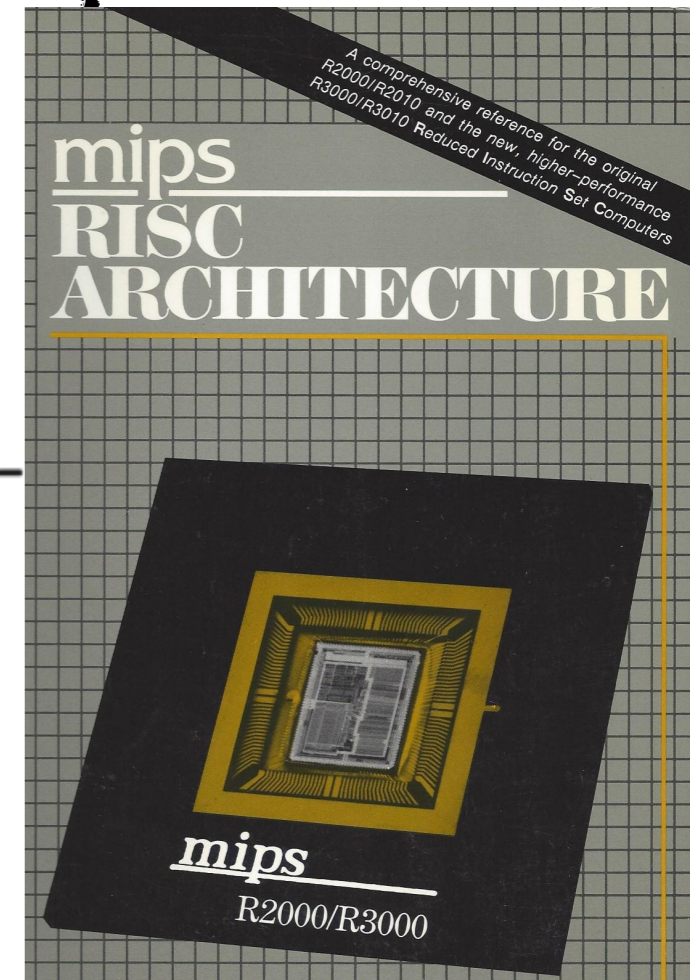
## MICROSOFT'S BILL GATES "IS BEHIND GANG OF NINE PLOTTING MIPS-BASED DESKTOP STANDARD"

CBR STAFF WRITER  
18TH FEBRUARY 1991

+ INCREASE / DECREASE TEXT SIZE -



Compaq Computer Corp's search for a RISC, a normal exercise repeated by scores of companies before it without incident, has ignited an alliance bent on a power play of possibly epic proportions. The instigator of the industry's newest league, which currently includes at least MIPS Computer Systems Inc, Compaq, Silicon Graphics Inc, DEC, Microsoft Corp [...]



Half the computer industry had joined our consortium...even Microsoft. Virtually every company in the computer arena had to pick sides. In the end we had over 40 companies joining our MIPS parade, this was easily the biggest challenge Intel had ever faced. What could go wrong?

# Jobs says no to MIPS

Most industry analysts contend that Motorola can not keep up with MIPS, and that in order to continue lowering its price-per-MIPS ratio, NeXT eventually will need to switch to a RISC processor. "RISC price-performance is coming down so fast, NeXT is not going to be competitive unless it moves to RISC," (Nextworld Computing Mag.).



Even Gates could not convince Steve Jobs to leave the doomed Motorola bandwagon.

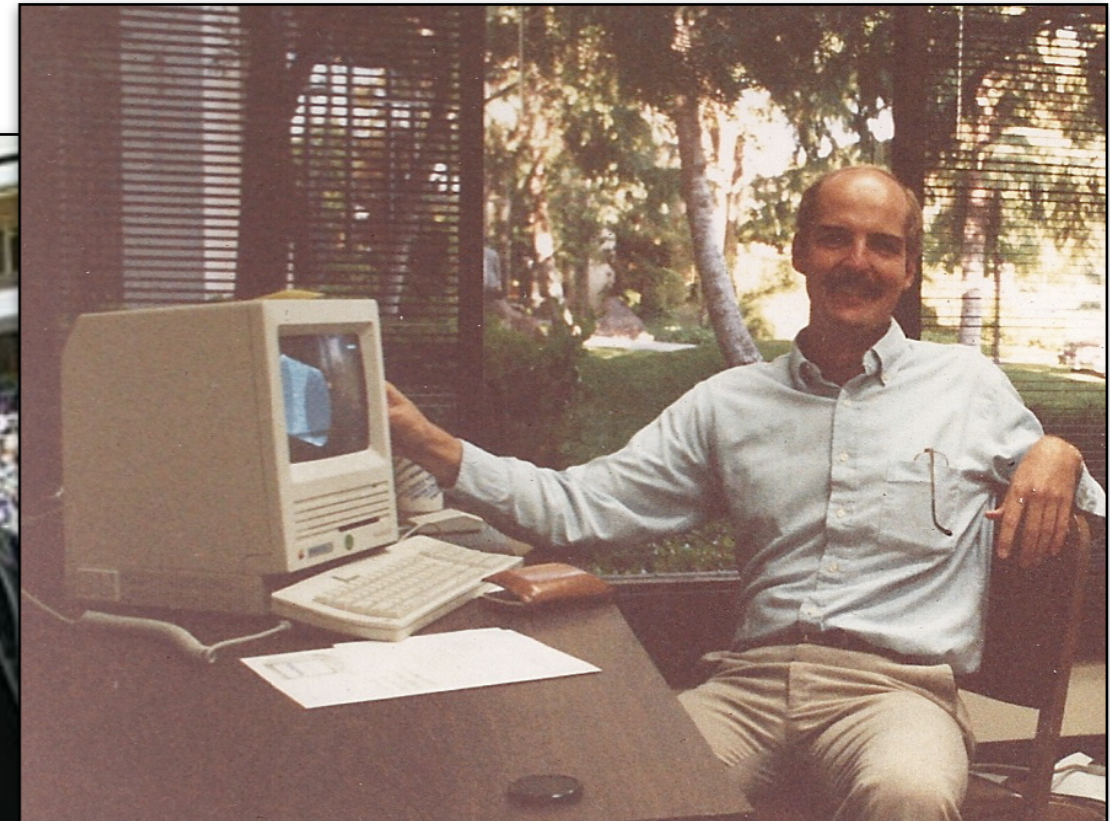
In the mean time Intel ramped up its bullshit machine and started promoting an accelerated time line to solve their performance limitations. Eventually Next ran out of investors and Jobs convinced floundering Apple to buy NEXT.

But the real problem was not Intel, the MIPS consortium blew up because of bickering amongst the member (each trying to fit their old architecture into a new consortium processor). Even Jobs finally fell under Intel's influence and converted. Silicon Graphics acquired MIPS and that is a story for another day.

# The Ending

Many years later when Mr. MIPS John Hennessy (then president of Stanford) heard Steve Jobs was dying, he invited him to give the commencement address. By this time all the computer wars were over, and the iPhone had changed the landscape.

2005



I would continue to be an Apple head, even though the other Steve never hopped on the MIPS bandwagon.

**Stay Hungry, Stay Foolish**