

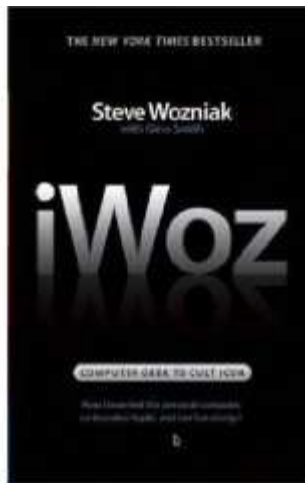


iWoz: Computer Geek to Cult Icon

by **Steve Wozniak**

or: **How to Manage Great Innovators**

This book is like sitting in a café with “Woz” and listening, while having a cream soda with the genius who single-handedly designed the original Apple I and Apple II computers. He is just chatting away on what is important to him and this makes this book an easy and entertaining read for the Christmas holidays as well as a real source of management insight.



If you are looking for the history of Apple as a company, this is not your book. Of course, Apple takes a big chunk of the story, but probably less than most people would expect – and from a very unusual angle. Although Steve Wozniak was one of the two major founding partners (together with Steve Jobs), he preferred engineering to management, and was disappointed by management decisions on more than one occasion until he turned to other challenges. So

it's Apple from a “normal employee's” point of view – though from its arguably most important “normal employee” ever.

And that's exactly what makes this book such an unusual and valuable read for managers: this book teaches you to understand what drives and motivates a technical genius and great innovator. Did you know that Steve initially refused to leave HP, accept the VC's money and make Apple his full time job, because he didn't want to stop being an engineer? He only agreed once he'd been told he wouldn't have to become a manager.

The stories from his childhood through university days to his post-Apple endeavours often involve a lot of technical detail (all brilliantly explained for non-technical people). While this may look boring to some at first sight, the way Woz talks about it really makes you understand with your head *and* heart what drives him.

Here's your challenge: read this book and then come up with a strategy to attract, engage and retain Steve in your organisation (we may have to add “recognise” as this kind of talent may just come and go without anybody actually realising their potential). What would you have to change in order to fully benefit from such an employee? If you feel like writing it up and having it published, just send it to us and we'll publish the best strategies with our next newsletter.