

How to think like...

Steve Jobs

- 1 **The past is history; you can design the future.** Whatever happens (and here are the seven stages of Steve so far), you can't change the past. Learn from it, move on and make the future even better.
- 2 **Design, no aesthetics is the new differentiator.** People are busy, people are hassled. They want ease, simplicity and-let's say it-beauty from their products. Whether it's a solid product (iPhone) or a service.
- 3 **Communicate; don't PowerPoint.** The latter is not effective: the evidence is there. Catch up up on some of Steve's presentations on YouTube.
- 4 **Excellence is a mantra; not a bullet on a slide.** You have to be *it* before you can do *it* before you can *have it*.
- 5 **Be passionate and believe; eventually the market will get it.** Whether you are Steve Jobs or The Beatles or the new Volvo, the best lead their audience.
- 6 **Innovation is a way of life.** How old is the iPod; how many improvements to date? Quite.
- 7 **Be grateful.**

How to think like...

Richard Branson

1. Have fun. *What's the point if you are not?*
2. Establish **David and Goliath scenarios** which people love eg. with BA, with Cola. *People love a good story especially where the 'little guy' takes on the big corporation.*
3. **Skim** markets, sell and move on. *Classic marketing strategy.*
The key is to be bold and get out.
4. **Think sexy.** Think red. Oh and did I mention: have fun.
Something about a peak experience?
5. Be **comfortable with you**: wearing a jumper is fine.
Be the best version of you. Not a poor copy of someone else.
6. **Stay young.** *And hence be agile and creative.*
7. **Screw it**, let's do it. Yep. JFDI!

A Beatle

1. **Decide to be 'toppermost of the poppermost'**. *Have a clear engaging goal.*
2. **Put the work in.** *Hamburg or similar will get the skills truly 'wired-in'.*
3. **Lead don't follow.** *Sh*t, you've done enough Love songs now.*
4. **Develop your brand: wit, suits, hair-cuts.** *Whatever it takes.*
5. **Be different.** *Not just singers. Not just songwriters. But both.*
6. **Let necessity stretch you.** *Not enough songs?: write our own.*
7. **Stop at the top and re-invent.**

How to think like...

Howard Schulz

1. **Take a commodity.** One which has become dull, boring and downright de-valued. *And turn it into an experience.*
2. **Make design part of the experience.** *Everything from chairs to art.*
3. **Understand micromarkets.** People on *one side of the street prefer a different Starbucks* to those on the other side of the street.
4. **Create rituals.** *Espresso machines, special terminology.*
5. **Allow efficiency (a chain) and effectiveness** (1000s of individualised options). Create choice: skinny? Comfy chair? Market store?
6. **Gain global power but act truly local.** *Integrate with the community; train your people.*
7. **Know what is special and look after it.** As you go increasingly hi-tech (automatic espresso machines), don't lose hi-touch (eye-contact, a smile, knowing a name).

Albert Einstein

1. School is dull.
2. This is boring.
3. Need a job.
4. Patent clerk?
5. This is dull, too.
6. Energy=mass x speed of light squared; gravity bends light; etc.
7. This is more like it.

How to think like...

A London Taxi Driver

1. Yeah, evenings drawing in, now Guv.
2. It's this government, see.
3. No, not as many visitors from the USA as we used to get.
The exchange rate, you see.
4. Well, I ask myself what's this government doing to build trust again?
5. I spend half my time in Spain; just rent a cab when I need one. Great lifestyle.
6. That's the problem with Sat Nav, of course.
7. Thanks Guv: you're a gent.

William Shakespeare

1. To be or not to be.
2. Where for art thou, Romeo.
3. Out damned spot.
4. Et tu, Brute.
5. Friends, Romans countrymen, lend me your ears.
6. Eye of newt and toe of frog.
7. The most unkindest cut of all

How to think like...

A PowerPoint Presenter

1. OK. 1h. That's 120 slides.
2. Let's see what old decks I've got that I can cannibalise.
3. Get the text smaller. Get more bullets. Hence more value.
4. Get ALL my words on; don't want to forget anything.
5. Cool quotation from Michelangelo. Everyone has quotes.
Not sure what it means.
6. Embed a current film clip. Should wake them up.
7. Joke about PowerPoint being a bit dull. But do it anyway.

Steve McQueen

1. Slightly crumpled chinos. Check.
2. Mid-arm T-shirt. Check.
3. Scowl. Check.
4. Motor bike. Check.
5. Sh*t: it's only barbed wire.
6. Unstoppable attitude.
7. That's cool.

How to think like...

A Starbucks Barista

1. Hi, how are you today? What can I get you?
2. Yes, tall is small!
3. For here or take away?
4. Would you like an extra shot?
5. And your name? Cool; thanks.
6. Anything to eat today?
7. Your drink will be served at the end of the bar.

Douglas Adams

1. ...Imagine a puddle waking up one morning and thinking, 'This is an interesting world I find myself in, an interesting hole I find myself in, fits me rather neatly, doesn't it? In fact it fits me staggeringly well, must have been made to have me in it!' This is such a powerful idea that as the sun rises in the sky and the air heats up and as, gradually, the puddle gets smaller and smaller, it's still frantically hanging on to the notion that everything's going to be alright, because this world was meant to have him in it, was built to have him in it; so the moment he disappears catches him rather by surprise. **I think this may be something we need to be on the watch out for.**
2. Aalst: *One who changes his name to be further to the front.*
3. It takes an awful long time to not write a book.
4. I love deadlines. I like the whooshing sound they make as they go by.
5. He hoped and prayed that there wasn't an afterlife. Then he realised there was a contradiction involved here and merely hoped that there wasn't an afterlife.
6. You live and learn. At any rate, you live.
7. 42.

How to think like...

How To Think Like: Henry Ford

1. Efficiency.
2. Efficiency.
3. Efficiency.
4. Efficiency.
5. Efficiency.
6. Efficiency
7. Black.

Father Christmas

Abundance: *anything and everything is possible, especially if you are child.*

Logistics: *tricky roof-top in London; isolated farm in Wyoming; apartment in Honk Kong.*

Team Work: *synchronised elves, reindeer and flightpaths.*

Time Management: *1-day; 1-mission: deliver!*

Global Player; *no competition: there is only one FC.*

Branding: *red, warm, international, trusted, timeless.*

Marketing: *amazing word-of-mouth, established in fabric of culture.*

How to think like...

Isaac Newton

1. Good to be out of London. Nasty, plague-ridden place.
2. Back to my observations.
3. Further observations, preferably in Latin.
4. Let's get some peace and quiet in the orchard.
5. Further deep observation and meditation under a tree.
6. Ouch! What was that?
7. Ahhh... I think I have discovered gravity.

A Gene

1. Me.
2. Me, me, me.
3. What about me?
4. I don't care: you are merely a carrier for my survival.
5. Mr Richard Dawkins does our PR-refer all matters to him, please.
6. Be selfish; be happy.
7. Did I tell you about me?

How to think like...

Thomas Edison

1. 10% perspiration.
2. 23% perspiration.
3. 5% perspiration.
4. 44% perspiration.
5. **1% inspiration.**
6. 17% perspiration.
7. The Light Bulb.

Jack Bauer of 24

1. 10,000 people are about to die so you had better start talking...
2. Bill-get it down-loaded to my PDA...
3. Right now what is important is that you...
4. Chloe-I need satellite imagery from before the raid...
5. I will get this out of you. I promise...
6. Thank you, Mr President...
7. This has been the longest day of my Life.

How to think like...

A Top Sales Person

1. Talk about them *first* and *thoroughly*.
2. Talk about how you can *make them money* and *add value to their business* and *specifically what return you will give on their investment*.
3. **Ask for the business.**
4. *Resolve their (natural) concerns*: you are asking them to spend a lot of money.
Aren't you?
5. *Ask for the business* and get it-because they want to do business with you.
6. Do an **astounding job**.
7. Ask for more business and references.

A Genius

1. Ignore the good advice of others.
2. Follow your passion.
3. Work very hard. Very hard indeed.
4. Think a lot.
5. Ignore apparent failures; that's just the path.
6. **Really**, ignore the good advice of others.
7. **Really, truly follow your passion.**

How to think like...

Leonardo da Vinci

1. Think big. Lie on your back and observe the heavens.
2. Think small. Sketch the pebble on the beach. The ant on the door.
3. Think wide. Not art, not science, but both.
4. Think long. What is my impact, what is my legacy?
5. Think with doubt. The Last Supper.
6. Think without doubt. Mona Lisa.
7. Think.

Nicholas Bate CV

Nicholas Bate is passionate about supporting people to ensure they realise and release their true and full potential.

After a career in sales and marketing in the IT industry, culminating in leading sector marketing for Research Machines, Oxford, Nicholas launched Strategic Edge. A small, premium consultancy, Strategic Edge specialises in creating long-term competitive advantage for its clients through work with the individual. His clients include Avanade, Barclays, Glaxo, Marks & Spencer, Microsoft, MSN, Orange, PC World, Saatchi & Saatchi.

He is author, designer and facilitator for the ground-breaking 'Personal Excellence' seminar, a programme used as the basis for cultural change in many organisations, in addition to many original development concepts in leadership, team-building and sales training.

A pioneering 'thought leader', Nicholas has introduced and worked with clients on concepts such as:

- The New World of Work and the 7 Drivers of Radical Change.
- Work-Life balance.
- Excellence is a Mindset.
- This is Real Selling.
- Boost your True Productivity.

How to think like...

Consistently rated as an inspirational yet highly pragmatic speaker, Nicholas teaches around the world and is particularly skilled at working with large audiences in an experiential and engaging manner.

He is author of of six acclaimed books:

Being the Best: how to realise and release your true potential

Get A Life: how to achieve the work-life balance you are seeking

JfDI: Just Do It: the definitive guide to enabling your vision

Unplugged: the time for personal re-invention is now (launched 2007)

Have it your way: how to influence anyone about anything

Beat the Recession 2008: a blueprint for success in tough times

As well as numerous articles and two audio programmes (available on CD).

Nicholas carried out research in the field of Molecular Biophysics at Magdalen College, Oxford University and is an NLP Master Practitioner, MBTI (Levels 1 and 2) accredited and a qualified (PGCE) teacher. As well as instigating the Strategic Edge research programme, he has spent time studying with many of the recognised practitioners in the fields of business and personal development.

Keep up-to-date with Nicholas by reading his blog:

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