

### The Charismatic leader that was Steven Paul Jobs.

Steven Paul Jobs (February 24, 1955 – October 5, 2011), Charismatic attitude, passionate demeanor, risk-taking temperament, and non-traditional define Steve Jobs' personality who lived from 24 February 1955 to 5 October 2011.

Steven Paul Jobs, the well-known CEO of Apple, is often regarded as a 'strong charismatic leader' in the technology and entertainment industries. It can be said that fate bestowed upon Steve Jobs the power of charisma, as well as the captivating ability to capture an audience. Steve Jobs has the ENTJ personality type. People with this personality type are born leaders. ENTJs were frequently the folks that exude confidence, logic, and charisma. If we take into consideration all the things that Jobs achieved in his life-time and how he was able to achieve those things we can in fact say that he was an ENTJ. Great things will come your way if you are charismatic, can work under pressure, and have the ability to remain reasonable at all costs. Steve Jobs possessed all of these characteristics, and it was these characteristics that enabled him to achieve the level of success that he accomplished. Of doubt, the co-founder of Apple encountered many difficulties in his life as a result of his personality, but that was a tiny price to pay for accomplishing what he achieved.



Steve Jobs was regarded as being one of the most charismatic leaders of the current era. He was quite certain of his convictions, and he felt obliged to persuade others. He also had high expectations of his staff' work and expected them to create the final product in his perspective. Jobs created very clear demands for his firm and all Apple goods, as a charismatic leader anticipates projected future trends and patterns.

The late Apple CEO was an expert in effective and compelling speaking, adopting a variety of tactics to accommodate varied events and circumstances while maintaining a consistent narrative. Steve Jobs seemed to have an authoritarian leadership style; he had a rigorous eye for detail as well as surrounding himself with like-minded individuals who followed his example. Jobs did not use a particular rhetorical style, but instead changed it based on the circumstances, while still delivering a coherent message to promote his corporate objectives. His leadership style was characterised by excellent communication, engagement, innovation, risk-taking, enthusiasm, and concentration. In addition to this, Steve Jobs' leadership approach was transformative in nature. He influenced his colleagues for the better. Jobs used his magnetic personality to encourage staff as well. He excelled in developing new goods for the organisation. In addition to this, Steve Jobs was an unconventional leader. Jobs never ran the corporation based on theoretical concepts from books. When it came to employee criticism, he was very direct.

In April 1976, Steve Jobs co-founded Apple Computer alongside friend Steve Wozniak in his home, transforming technology throughout the 1970s and '80s with both the 'Apple II' and 'Macintosh,' which rendered it feasible for normal human beings to use computer systems at home for the first time. Originally, several competitors of Steve Jobs believed that his

charismatic leadership style was to blame for the majority of Apple Inc.'s internal issues. This, though, was not the case. His charisma resulted in an idealistic vision and talent in the field of invention. He was very confident with his ideas that, at some point, he would and could not allow any resistance from the directors and board. . This seemed to be a trait of Job's that could not just be suppressed. After much glowing reviews, Jobs' Macintosh had been a financial flop by 1985. Jobs was eventually fired as head of the Macintosh division. It is interesting that even with his own charm, determination, and domineering influence, his charismatic characteristics ultimately led towards his dismissal from Apple after he flatly refused to modify the direction he thought Apple ought to go. After being fired from Apple, Jobs embarked in some of the most innovative times of life, acquiring the skill of making animated movies. Throughout his employment at NEXT, Steve Jobs presented the big goal for NEXT as a quest to "revolutionise the educational system of a nation," rather than in relation to financial success. Jobs supplied world-changing visions, as well as the fulfilment of essential charismatic behaviours inside a corporation setup to a nation framework. When Steve was asked to return to Apple during 1997, he sought a wage of only US\$1 from the Board of Directors, despite the fact that now the business was just months away from ruin. Over the following six months, he began first from ground up and performed a "one-man focus group" of the whole firm, determining which divisions to keep and which to close. Jobs demonstrated exceptional leadership skills by reducing Apple's product matrix with just four items, stopping financial loss and preserving the company's "bottom line." Steve has been 'beloved' since being rejected by his own corporation and spending 12 years in the "Wilderness." While retaining the edge, intensity, and charisma that propelled himself in his adolescence, he learnt to allow colleagues to step in and lead in order to assist him accomplish his objective. Steve Job's later established a new style of leadership to the organisation by harnessing a new vision by evoking personal and emotional appeals paired with a bold, nation ambition. Previously, he utilised his charisma and ambition for excellence to influence and demand respect from people. Later down the line, he utilised his charisma to command, and he had learnt to acquire respect through enabling people to collaborate alongside him.

Jobs and his magnetic personality helped him significantly boost Apple Inc.'s performance during his tenure as CEO. It is important to note, even so, that even a leadership's success cannot be determined just by his or her attributes. In order to accelerate Apple Inc.'s performance, Jobs displayed a high degree of cognitive capacity, consciousness, truthfulness, values and competencies, and success drive. He was another leader who was adaptable, inventive, and socially adept. Steve Jobs just wasn't a traditional leader; he was constantly looking to think out of the box and deliver something new to customers, imagining what a company could be instead of what it is. Jobs' distinct transformational and charismatic leadership style, combined with his autocratic methods, appears to also be the greatest thing to have ever happened to Apple. Jobs appeared to become an ideal fit for the time, since he also made Apple dynamic enough for it to innovate, and therefore organised enough to organise the corporate future efforts to achieve their immediate goal. Through his charismatic personality, he also led the Apple corporation to develop a high-tech future for humans. Furthermore, Steve Jobs' personal enthusiasm, personal personal relationships, and persistent trends of achievement caused him to define how Apple products ought to appear and function. Nevertheless, his impactful judgments encouraged people to rally

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behind him, empathise with him, and demonstrate a high level of trust in his judgments and direction.