

Disruptive Leaders are Good for Business



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What I have done and where I have done it



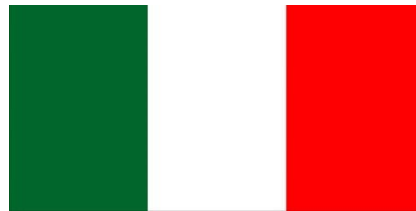
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Alcatel·Lucent



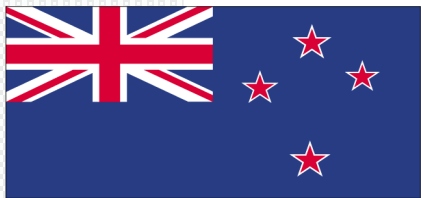
Ireland



Italy



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**United states
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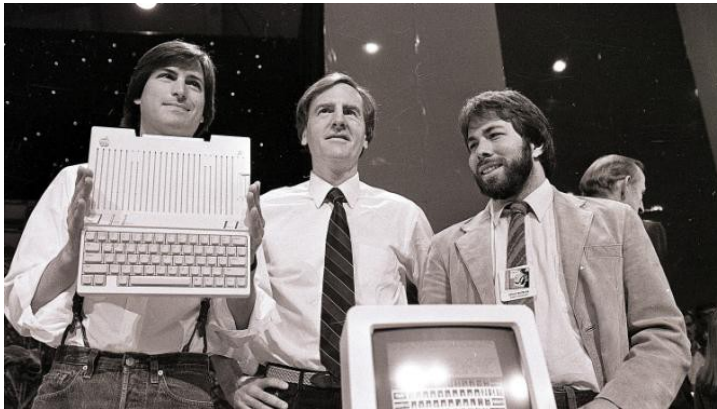
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The Shared Genius of Elon Musk and Steve Jobs

- Rare form of design thinking.
- Unfettered conviction.
- Serial disrupters.



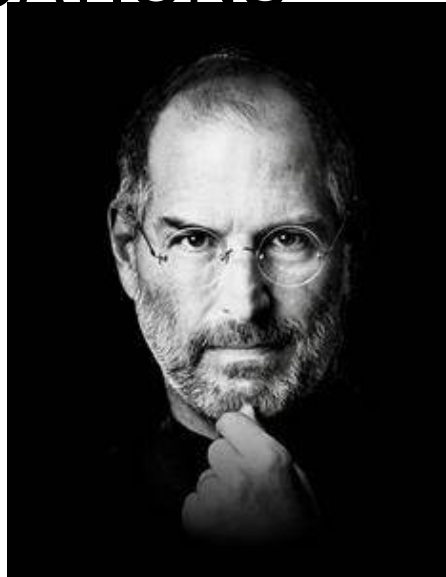


Elon Musk

- Founder of TESLA (Car sales 22,000 1Q+2Q – on track for 55,000 in 2015).
- Founder of Space X (First private company to deliver cargo in space).
- Original Founder of PayPal (sold to Ebay in 2002-\$1.5 Bil).
- Tesla giga factory (\$5 bil facility in Nevada – batteries for storing solar energy)

Transformer and Disrupter - Steve Jobs

- JOBS disrupted FOUR industries:
 - COMPUTERS and MUSIC
 - ANIMATED MOVIES and MOBILE COMMUNICATIONS



Apple's Tim Cook



- PUSHING COMPANY CULTURE OPPOSITE OF JOBS
- COULD NOT REPLICATE JOB'S MAGIC
- MARKET CAPITALIZATION UP TO \$700 BILI
- 93 BILLION TO DIVIDENDS & BUY BACKS – JOBS WOULD NEVER AGREE
- HE BEHAVES LIKE A COACH AND TRUSTS HIS KEY PLAYERS
- JOB WAS A MANIPULATIVE MASTERMIND
 - DOWN TO THE PIXEL LEVEL