## LECTURE SCHEDULE – AUGUST 25, 2014

<table>
<thead>
<tr>
<th>TOPIC</th>
<th>FACULTY</th>
<th>CET</th>
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<tbody>
<tr>
<td>High Achieving Individuals</td>
<td>Garry Jacobs</td>
<td>9.00 – 10.30 AM</td>
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<tr>
<td>Society &amp; Social Power</td>
<td>Janani Harish</td>
<td>11.00 – 12.30 PM</td>
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<tr>
<td>Social Construction of Knowledge and Reality</td>
<td>Alberto Zucconi</td>
<td>2.00 – 3.30 PM</td>
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<td>Role of Human Relationships &amp; Networking in Individual and Social Development</td>
<td>Ljudmila Popovich</td>
<td>4.00 – 5.30 PM</td>
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Trans-disciplinary Course on Individuality & Accomplishment

IUC Dubrovnik August 25-31, 2014

It is important to foster individuality for only the individual can produce the new ideas.

- Albert Einstein

www.quotesworthrepeating.com

Garry Jacobs

World Academy of Art & Science
World University Consortium
The Mother’s Service Society
1984
Job’s dream was to create a unique, revolutionary product that would change the world
APPLE COMPUTERS

1976: $5000 investment, 2 employees
Introducing Macintosh.
For the rest of us.

Today, before 1984, people used computers for reasons.

Once upon a bright day in Cupertino, California, some particularly bright engineers had a particularly bright idea: since computers are so smart, wouldn't it make more sense to teach computers about people, instead of teaching people about computers?

So it was that those very engineers worked long days and late nights and a few legal holidays, teaching tiny silicon chips all about people. How they make mistakes and change their minds. How they refer to file folders and save old phone numbers. How they labor for their bedheads, and doodle in their spare time.

For the first time in recorded computer history, hardware engineers actually talked to software engineers in moderate tones of voice, and both were united by a common goal: to build the most powerful, most portable, most flexible, most versatile computer not-so-much money could buy.

And when the engineers were finally finished, they introduced us to a personal computer so personal, it can practically shake hands.

And so easy to use, most people already know how.

They didn't call it the QD90, or the Zipchip 9000.

They called it Macintosh.™ And now we'd like to introduce it to you.
1988: Invested $7M
- Sold only 400 a month
- 1998: Sold for $400 M
<table>
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<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
<tr>
<td>1986</td>
<td>Jobs invested $10 million, raised to $50M</td>
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<tr>
<td>1988</td>
<td>Tin Toy – Academy Award</td>
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<tr>
<td>1995</td>
<td>Toy Story revenues $362 million</td>
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<tr>
<td>1995</td>
<td>IPO for $1.2 billion</td>
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<td>1999</td>
<td>Toy Story 2 revenues $485 million</td>
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<td>2006</td>
<td>Pixar sold to Disney for $7.4 billion</td>
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1998 iMac

Sold 800,000 in five months for $1 billion
2001

iPOD

- 2005: Sold 20M, 45% of Apple revenue
- 2012: iTunes Store sold its 25 billionth song
2001

APPLE STORES

2014: 425 stores, total sales +$10 billion
Revenues -- $475,000 per employee
-- $3000 per square foot
-- double that of Tiffany’s
2007: Launch, sales 5 million

2013: iPhone sales cross 150 million units
2010

- 2010: Launch, sales 7.5 million
- 2012: sales 57 million
- 2013: sales 71 million units
Apple Computers

- 2013: $171 billion sales
- 2014: 98,000 employees
- Today: World’s most valuable company with market cap of $600 billion
Human Accomplishment

Human beings strive to achieve at multiple levels throughout their lifetimes and beyond

- **Survival** – maintaining what we have
- **Growth** – expanding whatever we have and do
- **Development** – raising organized individual & social capacity to higher levels
- **Evolution** – continuously extending the range and limits of our power and capabilities as a species
Historical Record

- Discovery of knowledge
- Acquisition of skills
- Development of tools & technologies
- Creation of art forms
- Organization and evolution of social systems and institutions
- Development of social aggregates
- Development of its individual members
What is Accomplishment?

Accomplishment is a process of conscious purposeful human initiative leading to objectives sought after

- Success, Wealth, Status, Power
- Peace, Prosperity, Harmony, Well-being
- Knowledge, Truth, Beauty, Love
- Self-realization and Spiritual Fulfilment
Numerous specialized sciences tell us how to

- Organize people and work
- Acquire specialized skills
- Design, produce & use specialized technologies
- Develop specialized institutions
- Conduct specific operations
Is Accomplishment a Science?

Are there common underlying principles applicable to accomplishment in all fields?

Is all human accomplishment the expression of common processes?

What is the relationship between accomplishment at the level of the individual, the organization and society?
WHAT DO WE KNOW ABOUT HUMAN ACCOMPLISHMENT?
Accomplishment & Knowledge - 2 Processes

Accomplishment First, Then Knowledge
- We achieve first, then we understand how
- We learn largely by doing
- We accumulate our learning and codify it

Knowledge First, Then Accomplishment
- Later consciously transmit it to others as education, so they can learn before they act

Most Accomplishment and Learning combine the two processes
VARIETIES OF ACCOMPLISHMENT

- **FIELDS** – Science & Art to Business & Politics
- **SPATIAL** – Local to Global
- **TEMPORAL** – Short term to Perpetual
- **LEVELS** – Physical, Social, Artistic, Mental, Spiritual
- **STAGES** – Survival, Growth, Development, Evolution
Accomplishment is a product of interactions between different levels of our existence.
AMERICAN SOCIETY IN JOBS’ YOUTH

- Baby-boomers generation born after WWII
- Abounding Social Energy made America prosperous
- A period of high aspirations and faith in the future
- American self-confidence & can-do attitude
- Unprecedented Social Freedom
- Physical & Mechanical Proficiency is an American Tradition
Jobs’ Life Circumstances

- He felt abandoned by his real parents – may account for his rebelliousness
- He was raised in a working class family by an adopted father who was a craftsman who taught him the importance of perfection in work
- He lived in a uniquely designed housing colony which taught him the value of good design
- He dropped out of college and was not an engineer
Electronics technology became a popular hobby in early 1970s after discovery of the micro-processor.

California’s educational system – Stanford & UCB

Environment for applied R&D – Xerox Park

Entrepreneurial climate of Silicon Valley – Intel, HP

Anti-war protests and Hippy Movement rejected authority and conformity

Anxiety over the increasing mechanization of life
Steve Jobs’ Personality

✔ High Energy
✔ Physicality – he related to things more than people or ideas
✔ Incapacity for emotional relationships
✔ Extreme self-confidence and conviction of a pampered child
✔ Highly competitive, self-centered
✔ Non-conformist
✔ Selfish but not after money
✔ Indifferent to the opinions of others
✔ Unreliable & unscrupulous
Steve Jobs – the Entrepreneur

- Combined interests in technology, design, craftsmanship, marketing, and end user satisfaction
- Genius for identifying, developing, empowering and inspiring talented people to give their best
- Conscious identification with emerging aspiration for individuality made him a powerful marketer
Steve Jobs – the Leader

- Ideals – empowering & liberating the individual
- Love of design calligraphy and music
- He made products he himself loved
- Value of simplicity, elegance & ease of use
- Drive for perfection – extraordinary physical sensitivity
- Intuition – impact of Indian experience
LESSONS JOBS LEARNED IN LIFE

- Failure is essential for greater success
- Organization is as necessary as inspiration
- Capacity to identify, motivate & empower creative individuals
The Individual is the most complex form in the entire universe

Constantly seeking to transcend Nature’s limits
Questions about Accomplishment

- What is the source of the energy for human accomplishment?
- Is there a common process of human accomplishment?
- What is basis for humanity’s extraordinary power of accomplishment?
- What are the limits to human accomplishment?
Questions about Individuality

- What is individuality? Its characteristics? Varieties? Sources?
- What is it that makes each of us similar, different and unique?
- How does individuality develop?
- What is the relationship between individuality and creativity?
- Is the human capacity for individuality evolving?
QUESTIONS ABOUT INDIVIDUALITY & ACCOMPLISHMENT

- What is the source of the remarkable power which enables some individuals to achieve 100 or 1000 times more than others?
- What is the contribution to accomplishment of challenges, opportunities, chance, luck and circumstance?
- What is the place of the individual in the accomplishments of the collective?
- What is the role of the collective in the development of the individual?
- What practical insights can we draw applicable to personal accomplishment in our own lives?
Goals of this Course

- To investigate the nature and relationship between Individuality and Accomplishment
- To explore the true nature of the relationship between the individual and the collective
- To synthesize subjective and objective dimensions of social reality to reunite and reconcile inner and the outer realities
- To introduce greater humanness into the human sciences
- To acquire knowledge that carries with it a greater power for accomplishment in life – individually, organizationally and socially
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<thead>
<tr>
<th>Sources of Data</th>
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<tbody>
<tr>
<td>✓ Scientific research</td>
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<tr>
<td>✓ Contemporary events</td>
</tr>
<tr>
<td>✓ Biography</td>
</tr>
<tr>
<td>✓ Case studies</td>
</tr>
<tr>
<td>✓ Testimony of high achievers</td>
</tr>
<tr>
<td>✓ History</td>
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<tr>
<td>✓ Philosophy and traditional wisdom</td>
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<tr>
<td>✓ Literature</td>
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Accomplishment is an Integrated Field of Study & Action

1. Individual Psychology
2. Organization Dynamics
3. Social Context & Evolution
4. Natural Environment
5. Life Events in Space & Time