



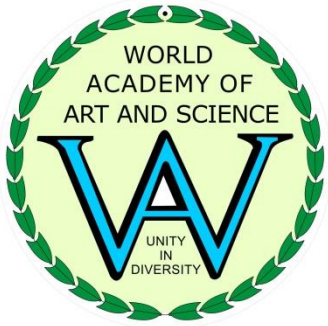
**World Academy of Art & Science  
& World University Consortium**  
**Trans-disciplinary Course on  
Individuality & Accomplishment**



***IUC Dubrovnik August 25-31, 2014***

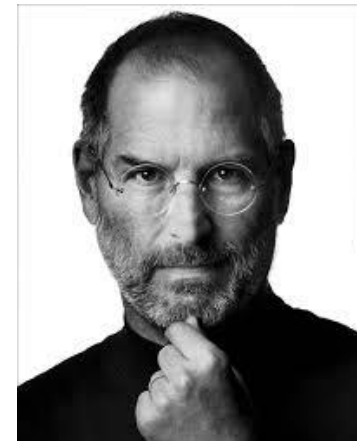
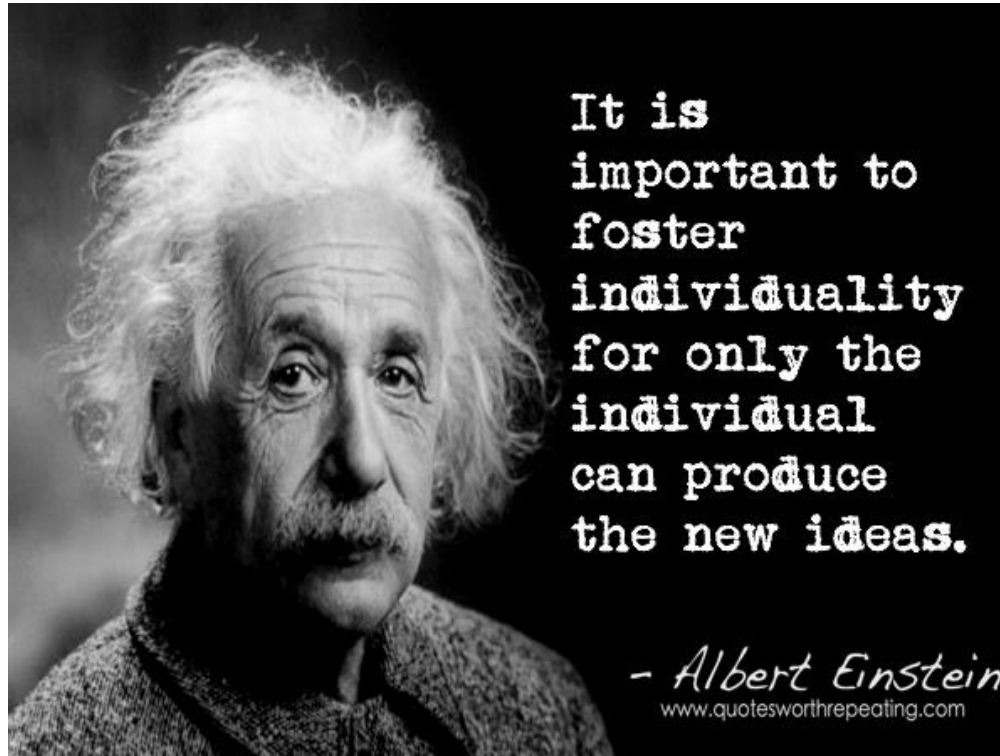
**LECTURE SCHEDULE – AUGUST 25, 2014**

TOPIC	FACULTY	CET
High Achieving Individuals	Garry Jacobs	9.00 – 10.30 AM
Society & Social Power	Janani Harish	11.00 – 12.30 PM
Social Construction of Knowledge and Reality	Alberto Zucconi	2.00 – 3.30 PM
Role of Human Relationships & Networking in Individual and Social Development	Ljudmila Popovich	4.00 – 5.30 PM



# Trans-disciplinary Course on Individuality & Accomplishment

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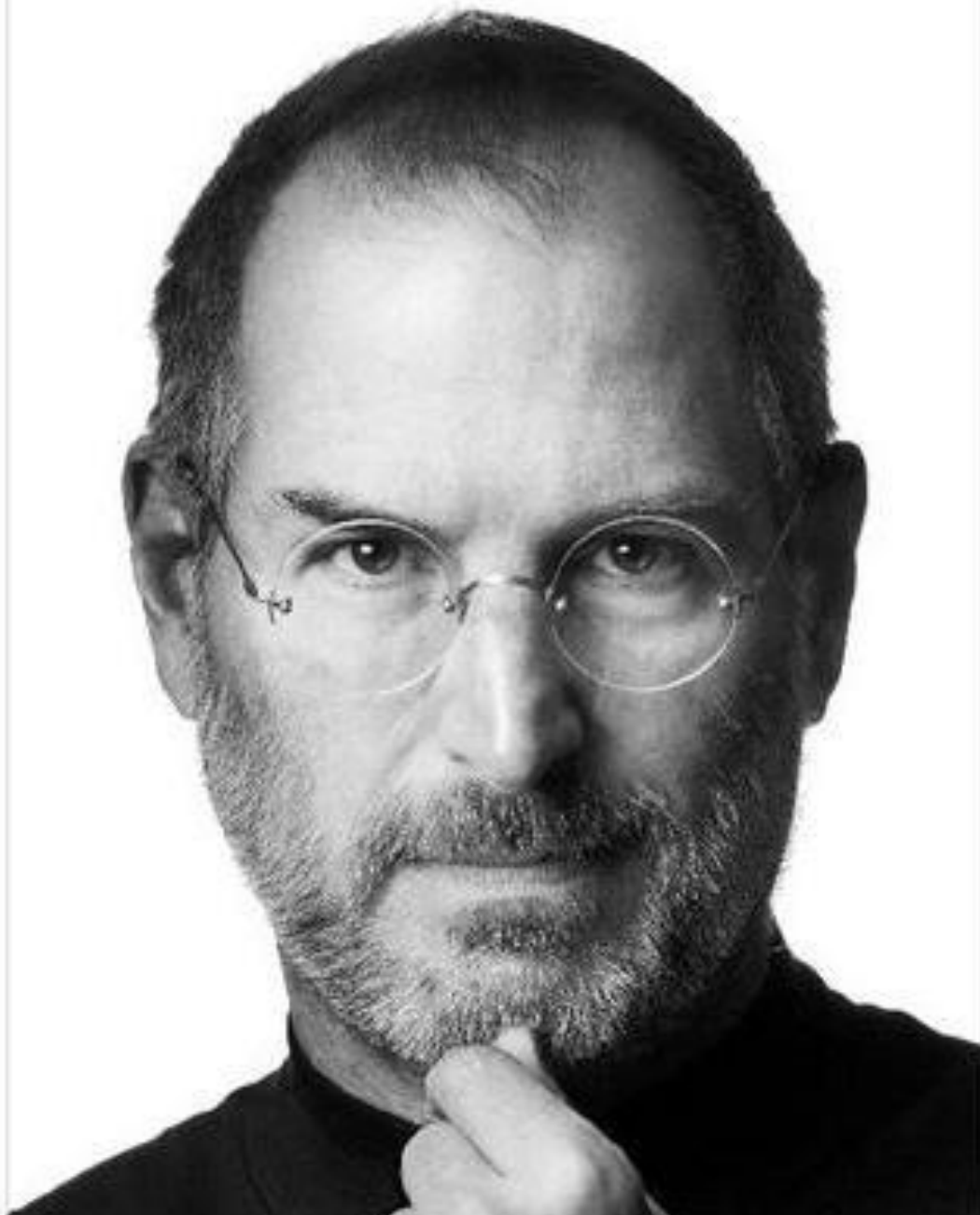
**Garry Jacobs**

***World Academy of Art & Science  
World University Consortium  
The Mother's Service Society***

**1984**



**Steve Jobs by Walter Isaacson**

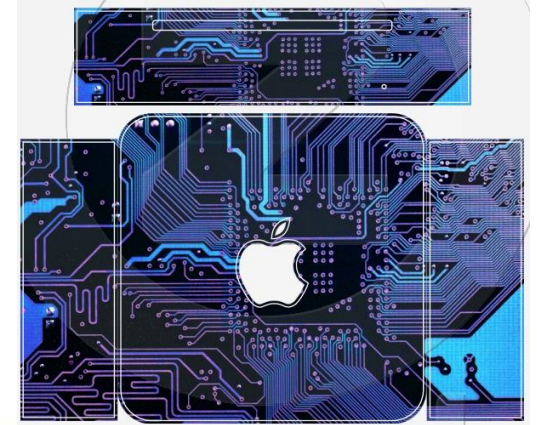


Job's dream was to create a unique,  
revolutionary product that  
would change the world



# APPLE COMPUTERS

1976: \$5000 investment, 2 employees



# 1984

# Macintosh

## Introducing Macintosh. For the rest of us.

days, before 1984,  
people used computers  
for good reason.



With a bright engineer,  
people learn how  
many people wanted

how does it mean  
attach good through  
ers. Falling asleep over  
b. And staying awake  
ce commands so

complicated you'd have to be a computer  
to understand them.

Then, on a particularly 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 livelihoods, 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 very  
much money could buy.

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

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

They didn't call it the Q0390, or  
the Zipchip 9000.

They called it Macintosh™.

And now we'd like to introduce  
it to you.





# 1988

## What NeXT?

- 1988: Invested \$7M
- Sold only 400 a month
- 1998: Sold for \$400 M



1991

# Pixar & Toy Story

1995



Disney

Disney · PIXAR  
**Toy Story**  
em Disney DVD vídeo

- 1986: Jobs invested \$10 million, raised to \$50 M
- 1988: Tin Toy – Academy Award
- 1995: Toy Story revenues \$362 million
- 1995: IPO for \$1.2 billion
- 1999: Toy Story 2 revenues \$485 million
- 2006: Pixar sold to Disney for \$7.4 billion



# 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





**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

# iPHONE

- 2007: Launch, sales 5 million
- 2013: iPhone sales cross 150 million units





# 2010

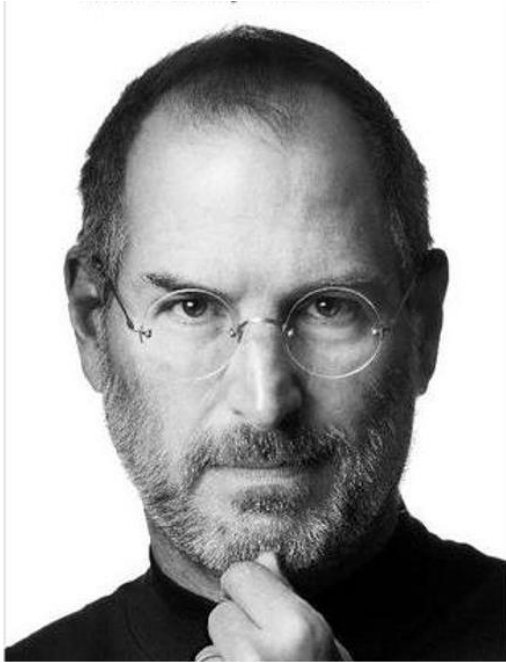
# i-PAD



- 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**

# KNOWLEDGE OF ACCOMPLISHMENT

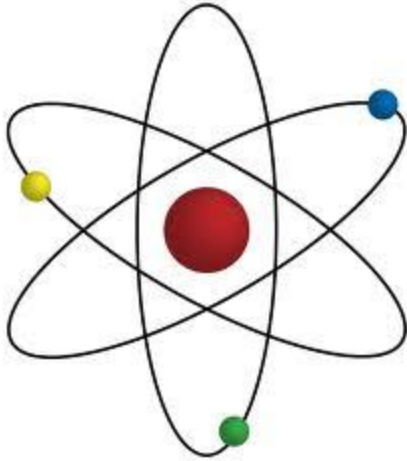


**Numerous specialized sciences tell us how to**

- **Organize people and work**
- **Acquire specialized skills**
- **Design, produce & use specialized technologies**
- **Develop specialized institutions**
- **Conduct specific operations**



# Is Accomplishment a Science?



Are their 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**

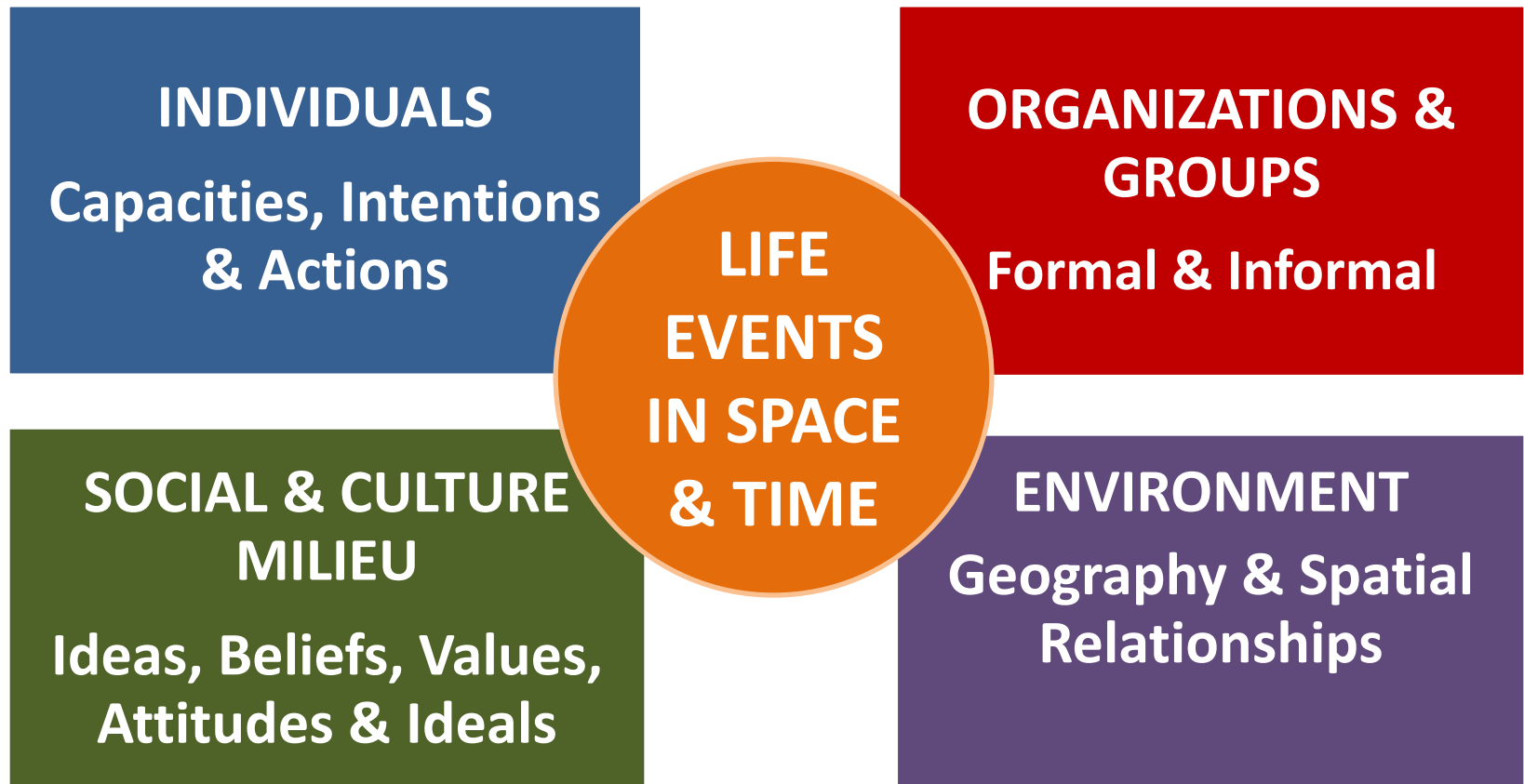
# VARIETIES OF ACCOMPLISHMENT

- ✓ **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**



# Contributing Factors

**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

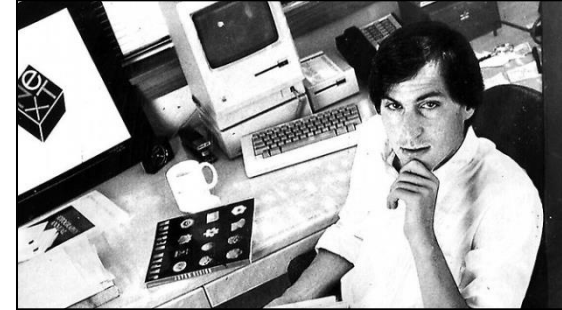
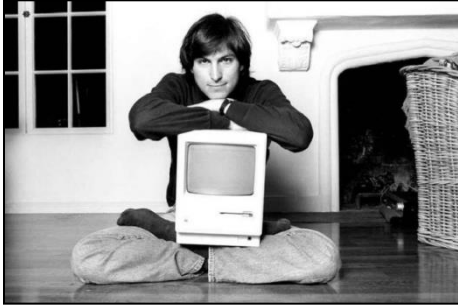


Unprecedented Social Freedom



Physical & Mechanical Proficiency is an American Tradition

# Jobs' Life Circumstances

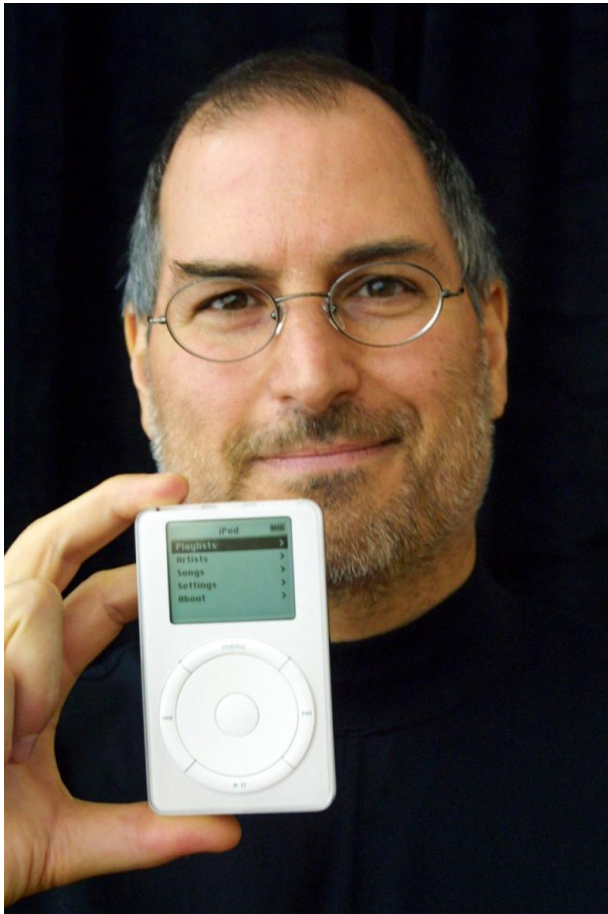


- He felt abandoned by his real parents – may account for his rebelliousness
- He was raised in a working class family by an adopted father who was craftsman who taught him the importance of perfection in work
- He lived in a uniquely designed housing colony which taught him the value of good design
- He dropped out of college and was not an engineer

# RIGHT TIME + RIGHT PLACE = LUCK?

- ❑ Electronic 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**

**the Leader**

# 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 differ from behaviour? character? personality? self-centered individualism? rebellion?**
- **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**

# Sources of Data

- ✓ Scientific research
- ✓ Contemporary events
- ✓ Biography
- ✓ Case studies
- ✓ Testimony of high achievers
- ✓ History
- ✓ Philosophy and traditional wisdom
- ✓ Literature

# **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**