

APPLE - THE HOUSE THAT TIM COOK BUILT

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INFINITY PODCASTS TOP

Can you even imagine can
you imagine being Tim Cook
in that moment the level of
impossibility in front of you
the responsibility that now
sits on your shoulders listen
there's no way around it Steve
Jobs made Apple but Tim
Cook made Apple the most
successful company in the
world here's how we did it
there was the question Steve
was a Visionary can Tim
continue the Apple tradition
of creating can he reach into
the future did that concern
you did you think about that
were you committed to prove

that apple had a future beyond the groundwork that Steve Jobs had [Music] laid \$3 trillion market cap Tim Cook's career has been long and extremely successful from pretty much day one he eventually made his way to Apple sure but to understand Tim and the apple of today we need to do a quick look back at how Tim Cook became a force in the industry on his own and why Apple needed him after graduating college Tim had earned his stripes early in his career at IBM where at just

31

years old he became the director of North American fulfillment this was a hard-fought battle we're talking 12 years of service full of pressure dead lines shipping concerns and being a cog in the wheel of big blue but competitors took notice and soon Tim was offered an opportunity to fix even more problems at another company called intelligent Electronics they were in need of his expertise and of course Tim Rose to the challenge and succeeded quickly being

promoted to coo Chief
Operating Officer his success
bred more success and soon
he found himself entering an
executive position at compact
yes that compact with the
easy access button on the
compact pasaria we're
changing the way you get on
the [Music] internet the
compact prario 4800 series
with Intel Pentium 2
processor this was a major
break for Tim he had just
reached an incredible level of
success at this point he's only
37 which compared to the
average age of Executives in

businesses across the America is insane it was somehow just natural to the man of course his education and experience were important but this was how he operated Tim Cook had established a dominance over the industry of the time however while Tim was Blazing his own path Apple was going through some changes to put it lightly Steve Jobs had left Apple in 1985 taking a handful of employees with him to found a new company next that is a whole can of worms on its own that could be its own video the

point is at this time in history
Apple is stress now Apple
moving forward without their
charismatic leader pivoted
back and forth between
strategies for a while Apple
saw a dominant position in
the desktop publishing
Market this was thanks to
high- performing highprice
Point products that power
users were in love with
eventually though
competition caught up and
apple found themselves losing
ground to IBM who was able
to offer similar performance
and functionality for

substantially lower prices you know how it goes interestingly enough there's a chance given the time frame that some of the moves and improvements that Tim Cook made during his time at IBM is what gave IBM this Edge over Apple eventually so Food For Thought this loss of position Led Apple down the rabbit hole of Cheaper products which worked for a time but then Microsoft hit the market and windows began establishing a whole different kind of dominance after a particularly rough

patch and only weeks away
from actual bankruptcy Apple
purchased next yes the
company made by Steve Jobs
after he left Apple bringing
Steve back to Apple onto the
board as an adviser then to
absolutely no one's surprise
the literal force of nature that
is Steve Jobs staged a
boardroom coup that resulted
in Steve returning to the
office of CEO I mean this is
supposed to be a serious
video right but that is just
come on Steve Jobs
everybody Steve and the
remnants of Apple started the

process of rebuilding and
rebuilding would take a lot of
work hm I

wonder which young Stone
Cold killer of a businessman
they could call as luck would
have it around 1998 Apple's
corporate recruiters were
hunting hard and they
inevitably Came Calling for
Tim Cook because as you
know Tim had already forged
a reputation in the industry as
a fixer he was the man who
could get the job done move
the mountains make the
deadlines where others had
failed Tim was needed and it

just so happens in 1998 Apple needed to move mountains Steve was back sure but there was much to be done the mantle of CEO returned Steve cleaned house he ordered over 70% of the company's current product lineup to be cancelled and in that Purge lost over 3,000 employees it was brutal I couldn't even figure out the damn product line after a few weeks I I kept saying what is this model how does this fit and I started talking to customers and they couldn't figure it out either and so you're going to

see the product line get much simpler and you're going to see the product line get much better

this was Apple's only path to survival though they needed to completely remake themselves it would be a rough path but apple and Steve Jobs were not in a comfortable spot but Tim was in 1997 he had already risen to become the VP of corporate materials at compact which at the time was one of if not the the biggest computer company in the world he earned it and he

was comfortable Apple was relentless call after call Time After Time Tim Cook refused the company's recruiters they had nothing for him until on a long shot they pleaded with him to meet Steve Jobs just once well I'm just thinking I'm going to meet him and uh and all the sudden he's talking about his strategy and his vision and what he was doing was going 100% into consumer when everybody else in the industry had decided you couldn't make any money consumer so they were headed to servers and

storage in the Enterprise and I
thought I'd always thought
that following the herd was a
not a good thing was a
terrible

thing to do right he was doing
something totally different
and he told me a little about
the design enough to get me
really interested and he was
describing what later would
be called the iMac and the
way that he talked and the
way the chemistry was in the
the room it was just he and I
and I could tell I can work
with him and I looked at the
problems Apple had and I

thought you know I can make
a contribution here and
working with him and this is
a privilege of a lifetime and
so all of the sudden I thought
I'm

doing it I'm going for it and
you sort of you have this
voice in your your ear that
says Go West Young man go
west that meeting as short as
it was was all that Tim Cook
needed to jump ship just 6
months into the greatest
position of his career he chose
apple he chose Steve did your
friends tell you this was not a
good idea they thought it was

nuts uh they thought it was nuts as he outright defied the advice of his peers and the people who knew him best Tim ignored the rational side of his brain that got him this far he had always been cool and calculating but now here stood Steve Jobs the Visionary who had already secured a spot in the history books could he say no could you say no could anyone say no to Steve jobs in that moment so Tim joins Apple ready to take a chance and ready for the biggest test of his career at this stage apple

is a company caught in a death spiral they'd gone from annual revenue of 11 billion in 1995 down to less than just 6 billion in 1998 as Tim Cook joined the ranks Apple was facing the worst years of its existence the ship was headed straight for the iceberg the next few months would be pivotal Tim was brought in as senior vice president for worldwide operations and took Apple's entire supply chain and obliterated it only to be remade into his own golden standard see this is why Tim was needed because

this work wasn't Charisma it
wasn't magic it was intellect
and cold Math logic this was
Tim Cook's domain this is
where he thrived Tim Cook
was invaluable indispensable
and the final piece of the
puzzle Apple needed Steve
needed to announce the iMac
the love child of Steve's
Insight his courage to Pivot
the entire industry into
unknown Waters and Johnny
IV's eye for breathtaking
design Apple was Reborn the
iMac a massive success in the
world of personal Computing
the trajectory was set Apple

had everything it needed the
players were established the
Visionary the designer and
now the operator trip MLS
book after Steve does an
incredible job of painting a
picture of Tim Cook how he
ran his team and himself at a
company that had thrived
under jobs Charisma cook
quickly proved himself to be
the CEO's foil he was stoic
and reserved seldom showing
emotion he focused on
numbers and gorged on
spreadsheets he worked long
hours hitting the gym before
Dawn and working into the

evening he rallied his team
behind the Lance Armstrong
quote I don't like to lose I just
despise it Tim's value to the
company was shown
immediately he and his team
were an integral force that
moved inventory almost as
fast as it could be
manufactured forged deals
and made connections
securing stability and long-
term Partnerships that without
exaggerating it felt to people
that he could either read the
pulse of the industry really
well or that man was seeing
the future Tim Cook was a

ruthless operator Cooks
demanding stoicism created
fear middle managers screen
staff before allowing them to
present to cook to ensure they
were deeply knowledgeable
about the issues involved they
dreaded wasting Cook's time
if he sensed that someone was
insufficiently prepared he
could lose patience and say
next as he fli the meeting
agenda page some people
exited meetings in tears after
years of time and time again
showing himself to be
everything Apple needed him
to be Tim Cook was

promoted further to lead of operations in 2005 of course not everything in the wall Garden was good and golden Steve was sick he had been since 2003 we all know this story Steve had pancreatic cancer inevitably would keep him from doing and performing his duties as CEO and eventually would take his life in 2011 a final medical leave of absence was granted to Steve by Apple's board of directors during this time Tim Cook was made responsible for most of Apple's operations while

Steve continued to make major decisions this was his final test later in the year after resigning from the position of CEO Steve Jobs voted to make Tim Cook the next chief executive officer of Apple he called me one weekend uh in August of 11 and he said I'd like to talk I've been thinking a lot Apple's never had a professional transition at CEO uh I'm determined that we will have one now I want you to be the CEO and just 6 weeks later we are interrupting programming this

evening because an American
Edison has died Steve Jobs
the chairman of the board of
Apple Computer Company
passed away a short time ago
apple is confirming uh that
Steve Jobs has passed away
after a battle with pancreatic
cancer he was an artist who
worked in metal and glass
plastic and pixels and the
ideas that live inside his
machines completely change
our definition of Form and
Function after surviving
Pancreatic Cancer and a 2009
liver transplant the 56-year-
old founding father of Apple

computer and Pixar Studios died tonight he is mourn by his wife four children and millions around the world who could not wait to see what he would come up with [Music] next when people count all the good that Steve Jobs left us with we always hear about the products and the Innovation but really his greatest move the best thing Steve Jobs could have ever given Apple could have ever given us is Tim Cook Steve was a lot of things he was complicated he was smart and he put so much of himself

into Apple in many ways the company was an extension of himself Tim Cook though incredibly different and wildly unsuited for the role of charismatic Visionary leader was the only one who could do for Apple what Steve wanted even if Steve was never sick never lost his life from illness there's an argument to be made that Apple didn't need Steve anymore the vision the ideals they were set Steve had seen to that over his long Saga of instilling his mindset into those around him his passion

the soul of Steve Jobs is the
soul of Apple making Tim
Cook's CEO was not a
decision made lightly it
wasn't a throwaway interim
decision until a better choice
could be found it was the only
path forward Tim was the
only one
in apple that could do for the
company what Steve Jobs
couldn't and jobs trusted Tim
Cook to be the one to carry
his legacy forward because
during that short little
meeting oh so many years ago
when Tim chose apple he did
so by trusting Steve Jobs I

wish I could say that Tim's first years as CEO were easy but in the eyes of the public of Apple Fans and loyal customer base Tim was unwelcome to say say the least Steve Jobs was an easy figure to Rally around he made the whole thing the way he operated with employees he was abrasive yet compelling he delivered Keynotes interviews and shared his opinions openly and with an easy charismatic smile there was no world where Steve wouldn't have had people gathering around

him with or without apple he
was a lightning rod and
though Tim Cook was as
ready as he could be to accept
the respon responsibilities of
CEO and he truly was what
was best for Apple millions of
people around the world saw
this as some accountant a
moneymen a corporate stiff
taking the mantle from a
Visionary his first few times
in front of the crowd for
product launches were stiff
Tim was stiff this wasn't
something he was used to hell
it wasn't something he
seemed made for people

around the world were worried that Apple's era of innovation of product progress was over they saw Tim and didn't see someone they felt they could rally behind the same way they had with Steve people were already starting to make up their minds Tim and the rest of Apple though were getting ready to prove the world wrong of course the ship was not without its ever important crew Johnny IV and his inspired designs beat like a heart through every product Apple's design team

was very much still around the creative spark was still there even if something else someone else was missing the company carried on as it had before the passing of Steve comforted since many of the products and developments being ushered out still had traces of his guidance in them iPhone 5 5S had handful of iPad models and even the first generation iPad Mini things were moving predictably for the most part sales were doing fine numbers were fine great even still something was missing the company had the

products the ecosystem and
Tim saying the right words
but the Apple Vibe was
missing until in 2014 Apple
was setting up to do
something everyone thought
was behind them something
they weren't capable of doing
again Apple was about to
innovate good morning at an
event in early SE setember
Tim Cook would take the
stage like he had in previous
years but this time something
was different he was
confident he knew what was
coming he didn't just have an
ace up his sleeve he had the

whole damn deck the crowd could feel it too there was an electricity in the air not felt since Steve Jobs opening the event with the message of think different Apple's slogan for the entirety of Tim Cook's tenure at the company excitement swelled in the crowd after all this Auditorium held special meaning for the company the Flint Center this was where Steve Jobs unveiled not only the original Mac 30 years prior but the iMac as well birth and rebirth we have some amazing products to

share with you and we think at the end of the day that you will agree that this too is a very key day for Opa instead of opening the event how he had in the past Tim threw the numbers to the Wayside the sales figures didn't matter at this event and he just told the audience everything was great we have so much to cover today I'm dispensing with those other than to tell you everything's great they ate it up he finally had them in the palm of his hand and then against the odds against the criticism Apple Tim Cook

Johnny IV and the rest at the company in inovated I don't think you guys realize just how big this event was this was the event where Tim Cook announced the iPhone 6 and 6 plus this was the event that showed us that Apple wasn't done yet and though Steve got them this far this iPhone would have never existed under his Reign just talking about the normal iPhone 6 it was almost an entire inch larger than the prev iPhone 5s at 4.7 in straight away demolishing one of The Commandments

set by Steve Jobs that the iPhone sized so anyone could reach the corner with their thumb that you could use it all one-handed Steve famously mocked other smartphone manufacturers like Samsung for their giant devices saying quote no one is going to buy a big phone yet here we are

Apple just announced the biggest iPhone ever and an even bigger iPhone in the same breath the iPhone 6 was the biggest iPhone ever the iPhone 6 Plus even bigger than that and together they

would become the best selling smartphone of all time the iPhone 6 became number one because Apple was no longer in the business of making the perfect product for Apple Fans no apple was now in the business of making the perfect product for everyone Tim Cook had been hard at work establishing relationships with China and many other countries gathering information from the customers from outside the United States something Steve Jobs had little interest

in Tim wanted to know what everyone wanted he didn't want to mold the wants and desires of the people to his own this was business and it was Innovation oh and uh you should know this event where they just announced the iPhone 6 wasn't even half over Apple pay was also announced and shown off this would be the start of Apple's dominance in the service industry and Apple pay changed the way we pay for things forever that's it maybe would you like to see it one more time just in Cas Tim

took the stage once more at that event though because he had the responsibility to do something he had never done before he got to show us one more thing the Apple watch we have one more thing [Music] what follows is a lot of things Apple just announced the first completely new product since the passing of Steve Jobs it's the birth of yet another industry dominance that even Apple didn't and couldn't anticipate and it was relief and comfort that Apple wasn't done yet Tim Cook returns to

the stage the first Apple watch on his wrist and is triumphant he locks eyes with Johnny Ives sitting in the front row of the audience and shows his appreciation the Apple watch Being years upon years of work from every and in case you don't know or don't realize the significance of the Apple watch announcement the Apple watch would go on to become the bestselling watch of all time not just Smartwatch of all watches ever to this day Apple watch is still the main driver in

iPhone sales not the other way around this event at this venue was everything birth rebirth and now reinvention Apple suddenly was heading into a completely new and very exciting Direction with Tim Cook proudly at the helm the influence and Legacy of Steve Jobs becoming more of a guiding philosophy than direct involvement we were about to see what an apple under Tim Cook would finally look like the future of wireless audio Apple's saying it is Reinventing the wireless headphon no what the heck is

that that's a bad apple that is
insanely pricey is for Earp
pods with the wires chopped
off iPhone 10r will allow us
to deliver the future of the
smartphone to even more
people the iPhone 10 R is a
sick freaking joke you have
confusion in the consumer
Marketplace or at least a lack
of understanding now to a
major Milestone Apple
becoming the first publicly
traded company in the world
to hit a trillion dollars in netw
worth um a 13-digit value
Mark can can they keep this
up the future of wireless

audio the future of the
smartphone to even more
people can they keep this up
and now it's time for a huge
leap forward for the map had
a future beyond the
groundwork that Steve Jobs
had Le put it this way apple is
now as valuable as the four
biggest US Banks combin
trilon company to reach the
two tr2 trillion three trillion
trillion haven't seen it before
uh no it's uh even
looking on your screen it's
sort of a shocking thing to see
it's three trillion dollars next
to one company we do have

one more one more thing this
is a day that's been years in
the making I'm excited to
announce an entirely new AR
platform with a revolutionary
new product Apple came
across as confused wildly
disconnected and
disassociated from their users
introducing Apple Vision
[Music] Pro Tim Cook's time
his tenure as CEO of Apple is
is coming to an end sooner
probably than you'd think I
want to talk about that he has
been at Apple for a staggering
25 years longer than some of
you watching have even been

alive there is a chance that some of you watching have never even experienced an apple with Steve Jobs Apple under Tim Cook's leadership has done the impossible words are failing to describe the level of success here believe me this is us trying it's just dominance again Apple watch is the bestselling watch in the world airpods are Untouchable in their space Apple's Services Revenue alone makes more money than half of the countries on the planet the iPhone XR was so successful that if you think

about it they just dropped The
10r Branding and that line
became the default iPhone
separating it from the Pro
Models apple as a company
has been transformed and
without taking another 30
minutes to analyze business
decisions and numbers and all
that stuff it's just
mindblowing and now
whether you realize it or not
we are entering the last stage
of this journey of Tim Cook's
Journey at Apple the last
stage of his story Apple's final
large scale project under Tim
Cook Vision Pro has been

announced and will be in our hands soon this will be the last defining chapter of Tim Cook's Legacy and what I feel is uncertainty uncertainty and maybe trepidation fear and why what we've seen from Tim Cook and what I hope we've been able to show you through this documentary is an entire career of winning before coming to apple and after taking over as CEO Tim Cook and the company itself has outpaced everyone and the products coming out from every line in Apple iPhone Apple watch iPad Mac

airpods all of them have been hits Larger than Life but what is this feeling this uncertainty for the future the worry for Vision Pro I mean you just saw a clip of me doubting Vision Pro the same way everyone doubted every Apple product before it at the end of the day what do I know I'm just I'm just some dude I think what I'm feeling is the knowledge that Tim Cook will soon in the next handful of years be passing the mantle of Apple's CEO to someone else someone he trusts to

continue the legacy of Apple
the legacy of Steve Jobs and
now the legacy of Tim Cook I
think we're all realizing how
much confidence we actually
have in Tim Cook how much
we do trust him with the
company that we love and
how scary it is to know that
again we're going to need to
trust his final decision like
Steve's before him so let's
watch how this story ends
together how Vision Pro
Stacks up when it comes out
who will be the next CEO of
Apple how the chapter of Tim
Cook closes either way

someone is going to have to
be the person to replace Tim
Cook and to whoever that is
good [Music] luck.

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