# SAMPLE: Full-sentence SPEECH OUTLINE

## NAME: Student Name

## TITLE: Steven Jobs

## ORGANIZATIONAL PATTERN: Chronological

## SPECIFIC PURPOSE: Informative

# INTRODUCTION

ATTENTION GETTER: Steve Jobs was the Henry Ford of Home computing.

## PSYCHOLOGICAL ORIENTATION: Steve Jobs is why there is a computer in almost every home.

## LOGICAL ORIENTATION: How many of you here used a computer in elementary school?

THESIS STATEMENT: Steve Jobs was the co-founder of Apple Computer. It was his vision and ability to communicate that vision to investors that made Apple a reality. Also, his drive to have an Apple in every home took well established companies by surprise. Even with questionable management skills, Steve Jobs was a pioneer and entrepreneur in the computer industry.

1. Steve Jobs was a pioneer.
2. He was similar to Henry Ford.
3. He saw an industry in its infancy.
4. He knew the home computer would become a part of the standard consumer package.
5. An Apple in every home.
6. What was it that Steve Jobs saw?
7. He saw what was to come while working for Atari.
8. He also worked for Hewlett Packard.
9. He also saw the underground culture while attending meeting at the homebrew computer club.
10. This is where his relationship with Steve Wozniak continued to grow.
11. Woz said he could build a computer.

TRANSITION: So the birth of Apple computer happened in 1976 in a garage.

1. The Apple 1 started it all.
2. Jobs sold his VW bus and “Woz” sold his scientific calculator.
3. That money funded the first order for 50 Apple 1.
4. These were sold to a local computer store.
5. The Apple 2 is what incorporated Apple Computer in 1977.
6. While presenting the Apple to investors, Steve Jobs was introduced to Mike Markkula.
7. It was his vision and ability to communicate his vision that launched Apple.
8. In 1980, Apple went public.
9. This was a wake-up call for IBM, HP, and Tandy.
10. These companies would not have a computer on retail shelves for another year.
11. Before Apple went public they visited PARC.
12. This is where Apple purchased the rights to WIMP gui.
13. Jobs saw this interface in action and could not believe it wasn’t being marketed
14. The desktop software was improved and installed on their workstation computer called Lisa.

TRANSITION: The fanfare finally died down and Steve Jobs resigned from Apple in 1985.

1. The entrepreneur in Steve Jobs did not die with his ousting.
2. Next Computers was formed.
3. This was a workstation computer format to compete with Sun.
4. The work place market could influence the home market.
5. If the kids used the computer during school then they may be able to influence the work place.
6. He enticed Apple software developers to come along and even used a software product that had been developed for Apple but was never used.
7. Pixar was purchased in 1986.
8. He purchased the company from George Lucas
9. Pixar was very successful.
10. Disney purchased Pixar for 7.4B.
11. Next floundered as a work station provider
12. Next became a software company and did better.
13. However, investors were leaving.
14. Apple was not doing well either and was looking for a new operating system.
15. Apple purchases Next and Steve Jobs returns.
16. Steve Jobs returned with a plan.
17. Apple did not make new products.
18. They made existing products better.
19. For instance the scroll wheel.
20. Better products at a cost.
21. Steve Jobs was a perfectionist.
22. He lacked what some people might deem as tactful management skills.
23. He has been labeled as a tyrant as well.
24. The product not only had to look good on the outside but on the inside as well.

# CONCLUSION

## LOGICAL CLOSURE: Steve Jobs was a successful entrepreneur because of his perseverance. He pioneered the home computing industry and added the computer to the standard consumer package: a car, a TV, a home, and now a computer.

## PSYCHOLOGICAL CLOSURE: The evolution of computer technology in the home affects us every day.

## CLINCHER: Ask yourself if you could unplug for a day, how would you communicate?

### References:

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