







1 year of college





Likeable
hero

Encounters
roadblocks

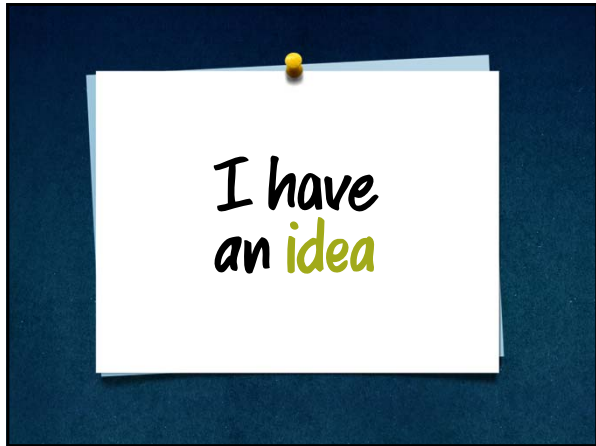
Emerges
transformed

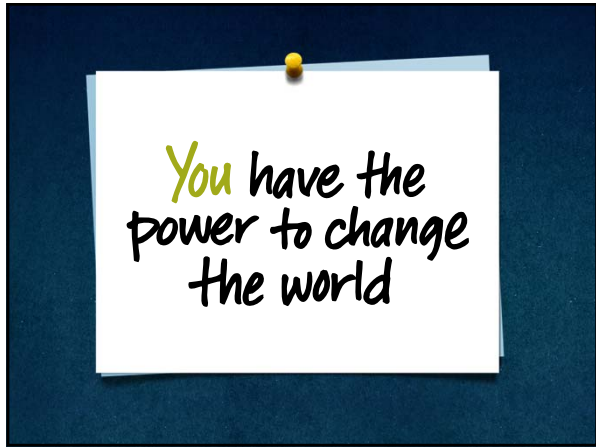
Got off to a rough
start in business too

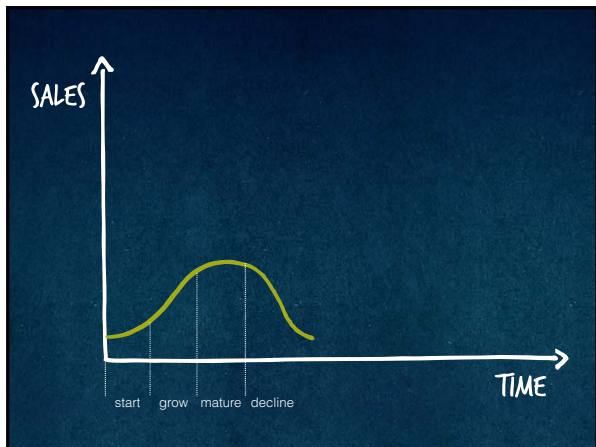
Fell in love with a
reviled medium

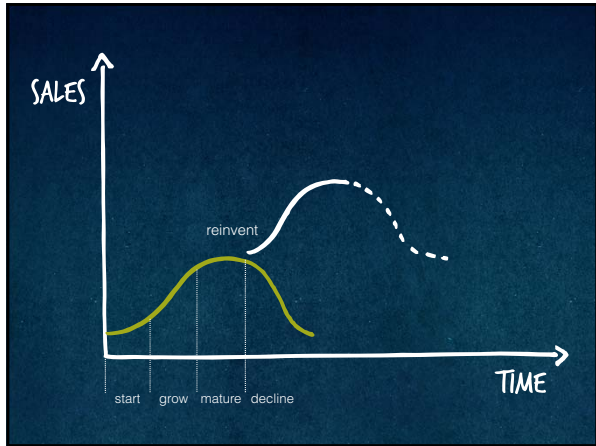
Persistent and
passionate

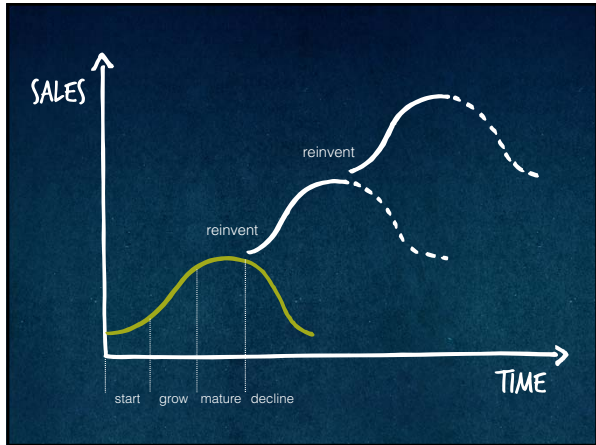
Spreading ideas





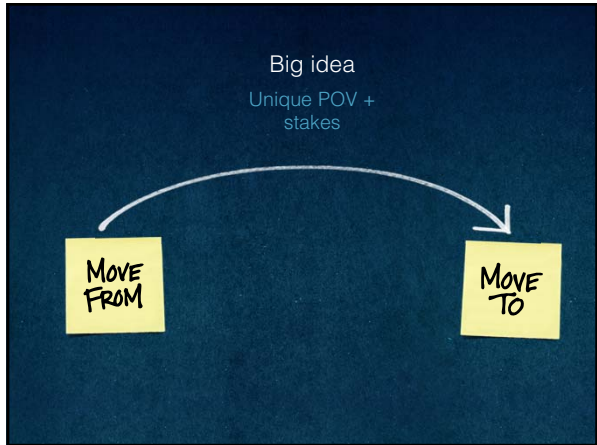


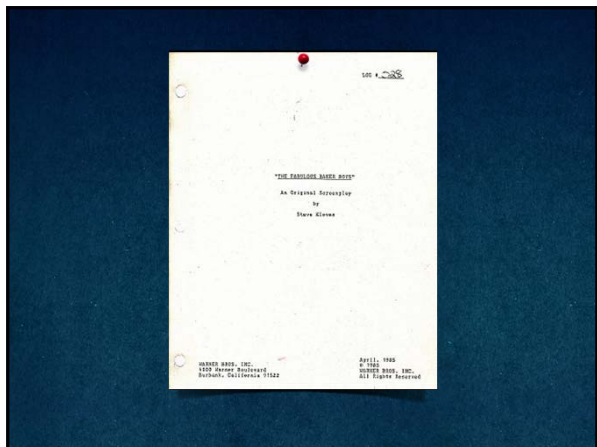


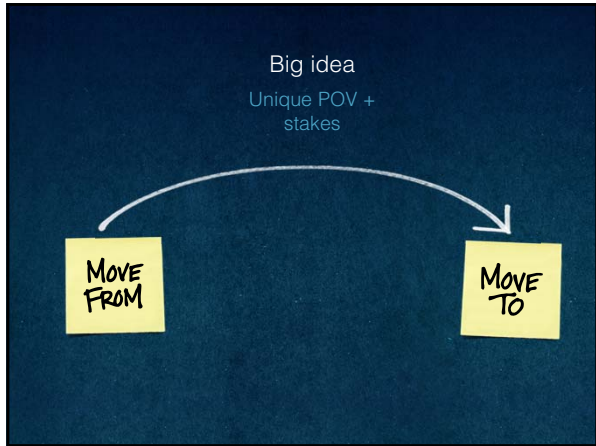


Big idea
 Unique POV +
 stakes

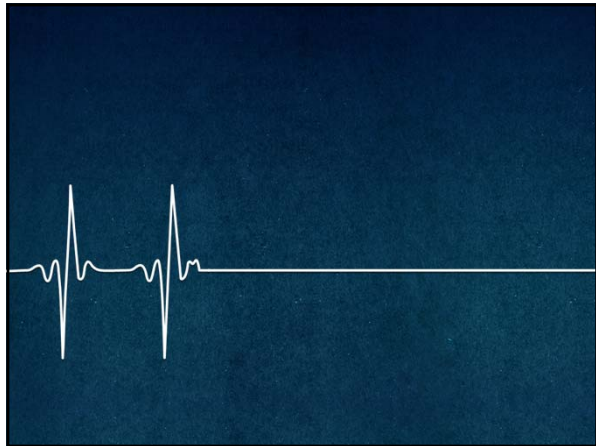








Story



How do you incorporate story?

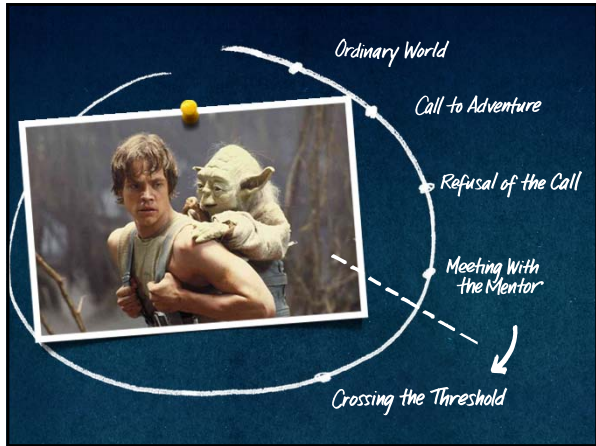
Aristotle

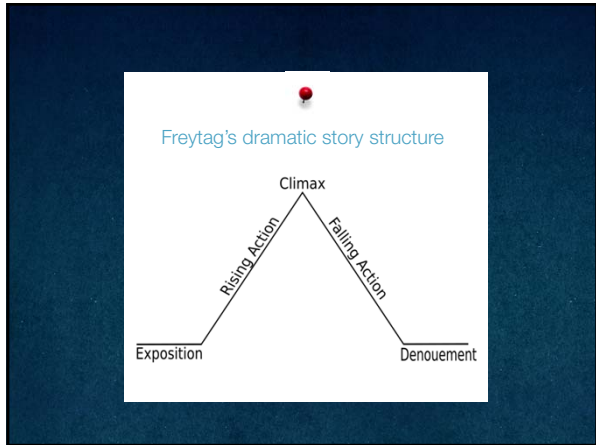


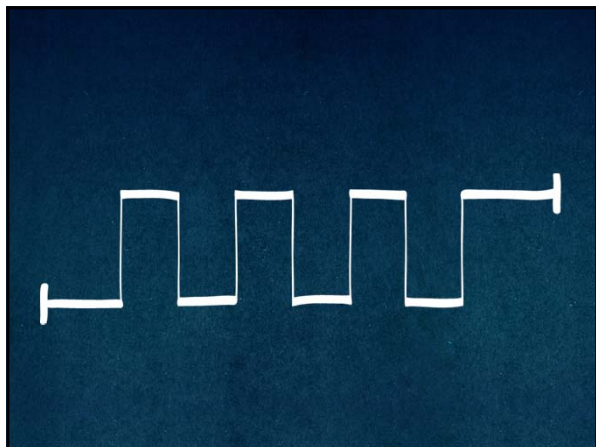
Likeable
hero

Encounters
roadblocks

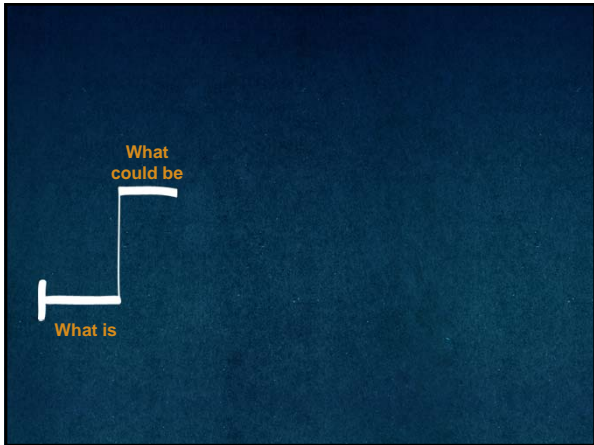
Emerges
transformed

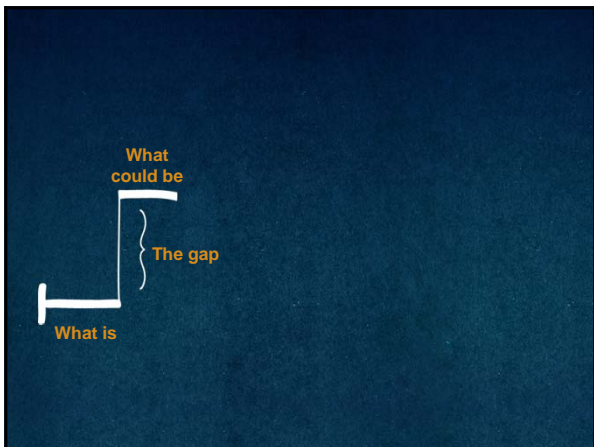


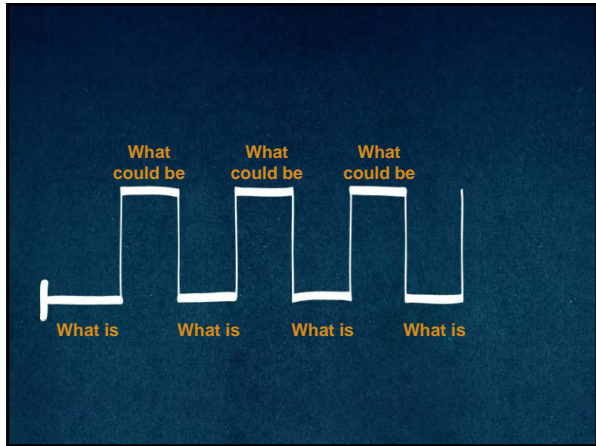


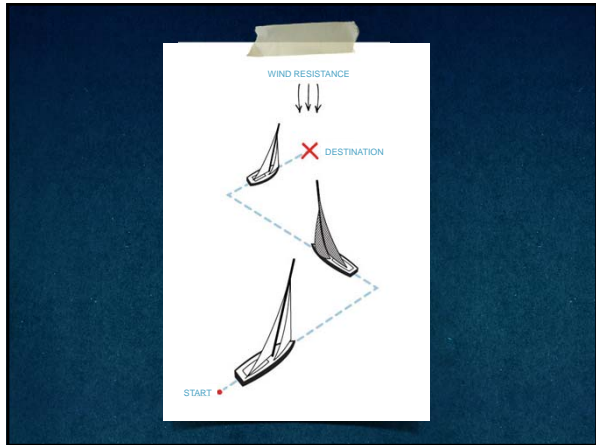


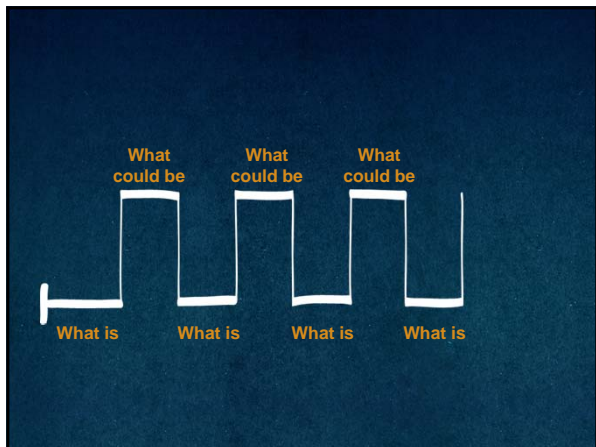


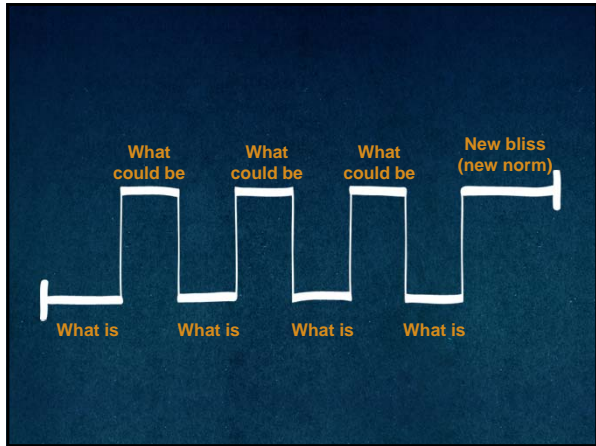






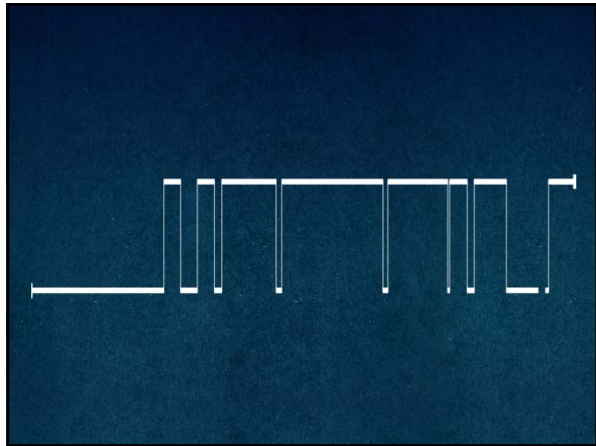


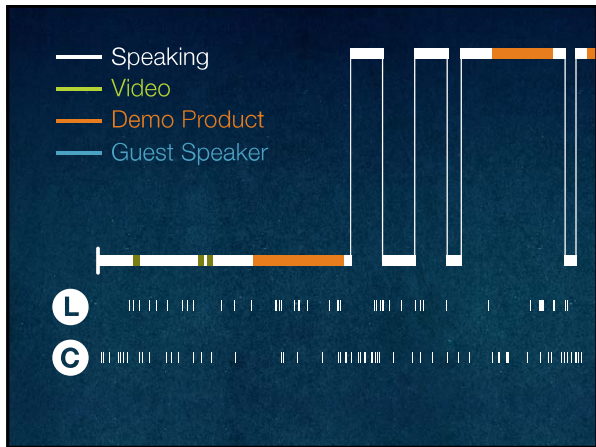


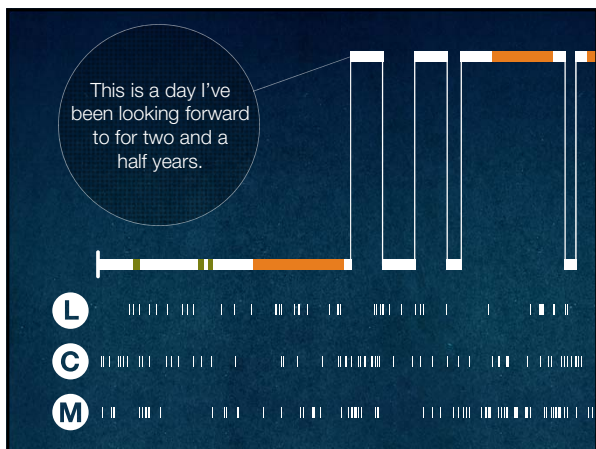


Use it as an analysis tool

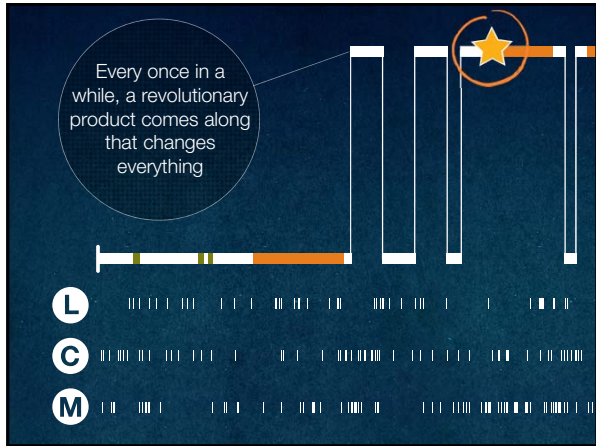






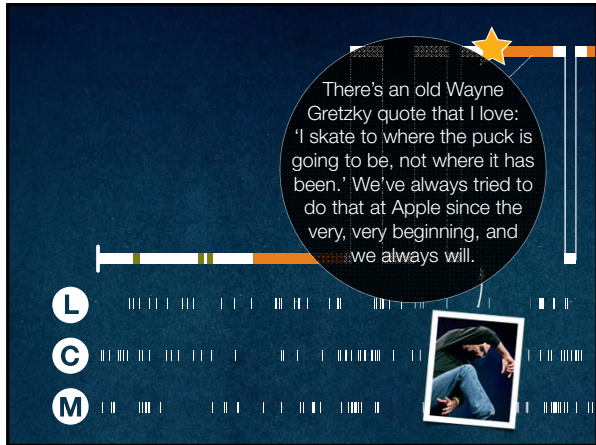


Every once in a while, a revolutionary product comes along that changes everything



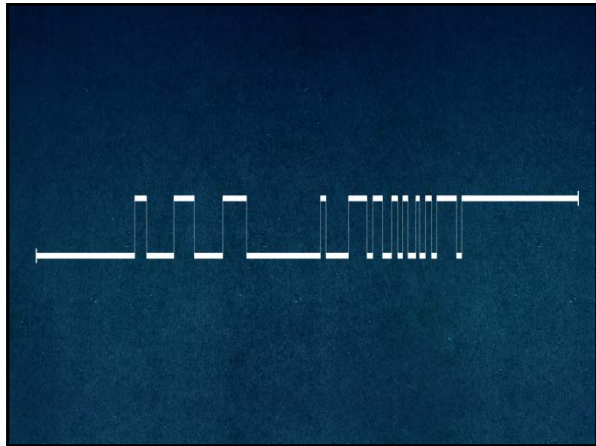
L
C
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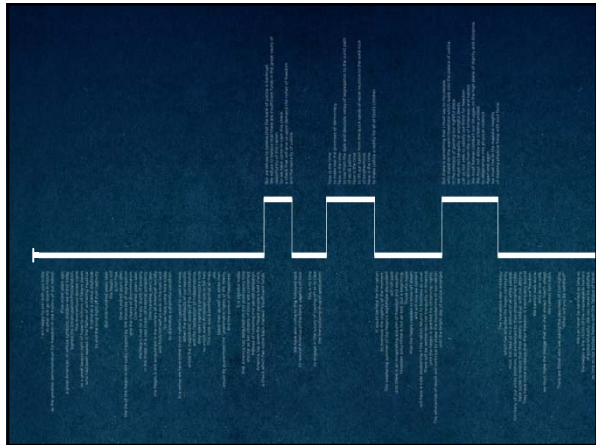
There's an old Wayne Gretzky quote that I love: 'I skate to where the puck is going to be, not where it has been.' We've always tried to do that at Apple since the very, very beginning, and we always will.

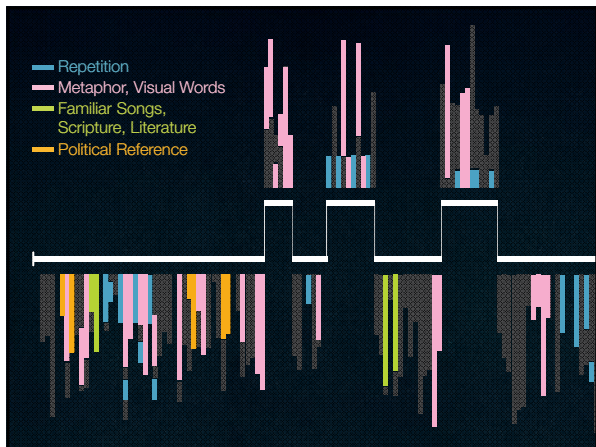


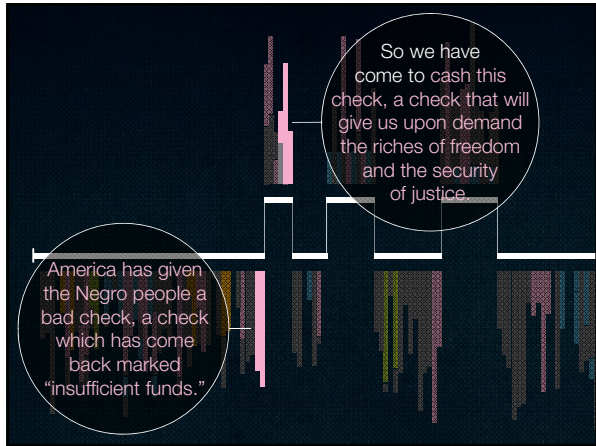
L
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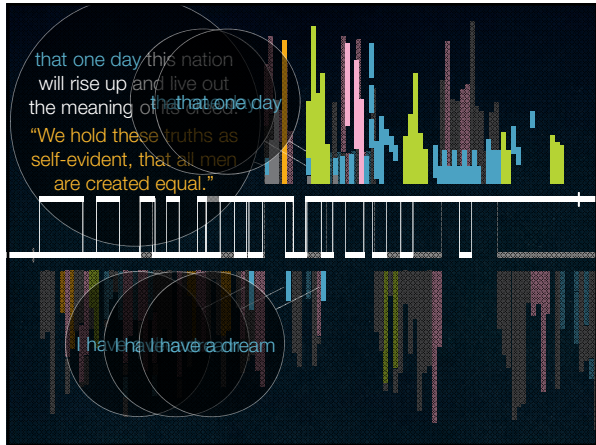












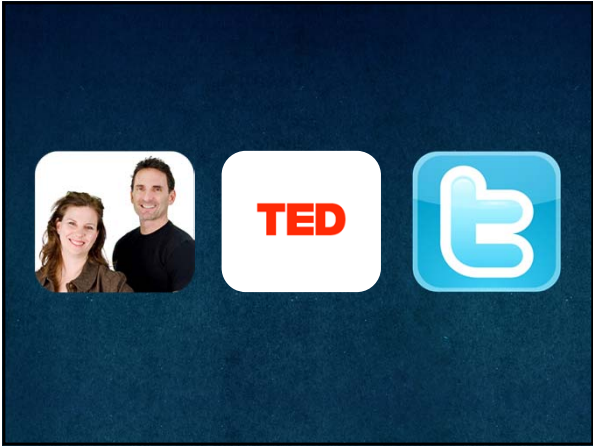


Likeable
hero

Encounters
roadblocks

Emerges
transformed

Stakes
are higher



twitter



jowyang

There's an audience revolt happening at the #heweb09 conference. The keynote speaker is getting a lot of negative tweets. I feel for him.

About 6 hours ago from web

twitter



jrodgers

This is a big lesson in know your audience, the speaker doesn't #heweb09 #dontembarassurself

About 6 hours ago from TweetDeck

twitter



stomer

Just remember how long the first slide was up there

About 6 hours ago from TweetDeck

twitter



jrodgers

Watching people try to figure out how they can get out, starting to see the OMG I AM TRAPPED looks on faces [#hweb09](#)

About 6 hours ago from TweetDeck

twitter



Shelley Keith

We need a drinking game for everytime he says "actually" and "actionable". [#hweb09](#)

About 6 hours ago from UberTwitter

twitter



stomer

We need a tshirt "I survived the keynote disaster of 09" [#hweb09](#)

About 6 hours ago from TweetDeck









But I'm just...

You have the power to change the world



