



■ <https://tiare-lesson.com/movies/view/150>

One of the keys to apple is ...Apple's an \_\_\_\_\_ collaborative company and so...  
You know how many \_\_\_\_\_ we have in Apple? -No  
Zero. There's no \_\_\_\_\_. -No \_\_\_\_\_.  
We are very... we are organized like a \_\_\_\_\_.

One person's \_\_\_\_\_ iphone OS software.  
One person's \_\_\_\_\_ mac hardware.  
One person's \_\_\_\_\_ iphone hardware engineering.  
Another person's \_\_\_\_\_ worldwide marketing and  
Another person's \_\_\_\_\_ operations.

It's... we're organized like a start-up.  
We're the biggest \_\_\_\_\_ the planet.

And we all meet for \_\_\_\_\_ once a week and we talk about \_\_\_\_\_  
we're doing, the \_\_\_\_\_ business.

And there's \_\_\_\_\_ teamwork at the \_\_\_\_\_ of the company.  
which filters down to \_\_\_\_\_ teamwork \_\_\_\_\_ the company and  
teamwork is \_\_\_\_\_ on trusting the other \_\_\_\_\_ to come through with their part,  
without \_\_\_\_\_ them all the time, but \_\_\_\_\_ that they're going to come  
through with their \_\_\_\_\_ .  
And that's what we do really well.

And we're \_\_\_\_\_ at \_\_\_\_\_ out how to \_\_\_\_\_ things up into  
these great teams that we have and all \_\_\_\_\_ on the same thing  
touch basis \_\_\_\_\_ and bring it all \_\_\_\_\_ into a product.

We do that really well.

And so what I do all day is \_\_\_\_\_ with teams of people and \_\_\_\_\_ ideas  
and \_\_\_\_\_ problems to make new products to make new marketing programs whatever it is.

-And are people willing to tell you you're wrong? -Yeah

-I mean other than \_\_\_\_\_ journalists, I mean people who work with...

Oh ya, we have wonderful \_\_\_\_\_. -And you win them all?

Oh no, I \_\_\_\_\_ I did. I'll see you can't.  
If you want to \_\_\_\_\_ great people and have them stay \_\_\_\_\_ for you,  
you have to let them make a lot of \_\_\_\_\_ and you have to ...  
you have to be run by ideas not \_\_\_\_\_ .

The best ideas have to win. Otherwise good people don't stay.

-But you must be more than a \_\_\_\_\_ who runs meeting.  
You \_\_\_\_\_ contribute your own idea.

I \_\_\_\_\_ ideas, sure. Why \_\_\_\_\_ I be there if I didn't?