



Apple Computer Inc. Historical Information

Steve Wozniak Commentary

The Garage Myth

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Ex Libris David T Craig

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<http://www.scripting.com:80/brainDumps/woz/0001.html>

Woz on the Garage Myth

From Steve Wozniak, steve@woz.org:

I'm very shy personally and don't like being the subject of such myths. I try to hide out from the spotlight and find constructive things that I can do in my small personal world, such as helping local schools. I can only do little things there but in each class I help a few young people go further. It may be just a little bit but it's something positive that I can do, so I'm glad to do it.

Apple

Apple needs to make prudent business decisions along the lines of maximizing profitability more than anything else right now. Myths of where the company came from probably do get in the way. I would suggest that the company needs a concise purpose, a set of values, a direction. Some things that the employees can feel as a family about. Some things that to make them proud of where they are. Some values or purposes so good that the brightest graduates *want* to come here. Something to replace or augment the myth of which you speak.

The role of outsiders

But the company is having extreme difficulties. It's hard to get any two people to agree on what the company should be. In times like this, it's easier for outsiders who care, like yourself, to see things that the company needs.

My feeling is that the best approaches involve an understanding of how this business operates outside of the company. We should have values that respect developers and customers as though they are part of an extended family. In actions, not just in words. I have never been able to see such a person as less valuable than my own self. It's harder to run a large corporation when you include so many as party.

Steve Wozniak is co-founder of Apple Computer. This piece was in response to [Carl and the Two Guys](#). 7/21/97.