The most underrated quality of Steve Jobs: *Presentation Skills.* I never saw anyone doing better than him.

Steve was funny, had a great presence of mind and a great storyteller. He was a natural magician.

He always made sure he had the elements of surprise, twists, and a top-notch final act. He never tried to sell technology. He always tried to sell the experience. He humanizes technology like nobody else—which is why he is the best when it comes to presentations.

**1984 Macintosh Presentation**

Steve brought a bag on to the stage. He pulled out a Macintosh from the bag (proving that a person can carry a Macintosh; more on it later.) and started the Macintosh. Macintosh announced itself as “Insanely Great!”—a cocky move, in my opinion.

And then Steve took over and said: *There has been a lot of talk about Macintosh, but for the first time, I'll let the Macintosh speak for itself.*
Hello, I’m Macintosh. It sure is great to get out of that bag!

Unaccustomed as I am to public speaking, I'd like to share with you a maxim I thought of the first time I met an IBM mainframe. NEVER TRUST A COMPUTER YOU CAN'T LIFT.

Steve humanized the Macintosh at the same time throwing IBM under the bus.

**First iPod announcement: 1000 songs in your pocket.**

He didn’t explain the iPod disk size whether it was 5GB or 10GB. He explained exactly what you wanted to know. You could carry 1000 songs in your pocket.

Steve pulled out an iPod from his pocket. To explain the size of the iPod, he said it was similar to the size of a deck of cards. Steve made it easy for the viewers to relate the experience of holding an iPod without really holding one.

**iPod Nano Presentation**

He used his own ‘1000 songs in your pocket’ when he launched the first iPod as the setup.

Steve: *So far our iPods are going into the regular pocket, but you guys ever wondered why we have the small pocket on our jeans?*

Just like that, he pulled out an iPod Nano from his top tiny jeans pocket.
There. At that moment, the audience kind of got the idea of how it feels like holding iPod Nano in their tiny jeans pocket.

**iPhone Presentation**

In my opinion, iPhone presentation wasn’t his best ever; however, due to the historical significance, I can see why many people consider it to be the best ever.

Steve first tricks you into believing that you need three devices. One for music, one for phone and another to browse the internet. In the end, he launches all in one product iPhone. And when all thought he would announce the first ever iPhone...

he shows this ugly monster on the screen. LOL.
iPad Presentation

This was tricky because it was hard at that time to justify a product between iPhone and MacBooks. Steve sets up with some humor first.
And he asks the same question that we all had it in our minds. How can a product in between iPhone and MacBook exist?

And he explains what that product supposed to do. He says iPad should do all these things much better than an iPhone or a MacBookPro.
When Steve was heading Apple, they always had a clarity and a clear purpose for each product. When I first bought my iPad, I was exactly using it for the most of above mentioned reasons. iPad is great to watch videos, play games and read a book.

**MacBookAir**

When he was launching MacBookAir, he wanted to make it a point how thin it was. Sure enough, he pulled it out of an envelope.

We have to understand he was doing all of these while he was slowly dying. How insane was that? For someone who has all the riches in the world but during his last few days, he still wanted to do something he was so passionate about.

It’s just mind-blowing. People can call him a jerk, insane and selfish, but
no one can take away his passion for building insanely great products.

And of course, he finishes up his final act with...

**One more thing...**

We miss you, Steve.