



Turning a Good Idea Into Action

A Story That Changed the World

**What if a phone
could be a phone,
a music player,
and a computer—
all in your pocket?**

Steve Jobs did not just imagine it.
He helped make it real.



The Impact

1.46 billion

iPhones in use worldwide
(2024 estimate)

\$383.3 billion

Apple fiscal 2023 revenue

2007

Year the iPhone debuted



It Started with a Vision

“An iPod, a phone, and an internet communicator.”

Steve Jobs, iPhone introduction (2007)



Phone



Music



Internet

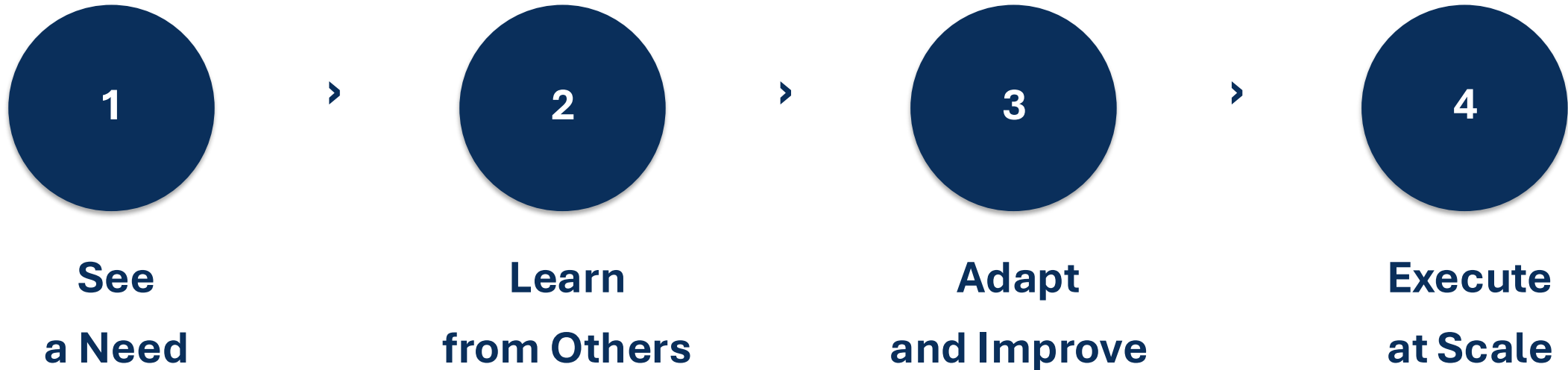
Learning from Others

The Xerox PARC Visit (1979)

- Apple representatives observed pioneering graphical-interface work.
- The visit influenced Apple's earlier Lisa and Macintosh development.
- The iPhone followed decades later; it was not invented at PARC.



From Idea to Action



Key Actions Steve Jobs Took

- 1 Recognized a need and articulated a compelling product vision.
- 2 Learned from existing technologies and earlier Apple products.
- 3 Combined and simplified phone, music, and internet capabilities.
- 4 Relied on multidisciplinary engineering and design teams.
- 5 Launched, learned, and iterated over successive products.

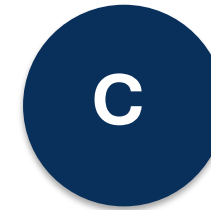
Lessons for Government

- Look beyond your agency for useful ideas.
- Adapt proven solutions to your public mission.
- Build a team with the right skills.
- Focus on the people you serve.
- Test responsibly, measure, and improve.

The IDEA–ACT Framework

IDEA | Shape the opportunity

ACT | Move into execution



Identify

The real
problem

Define

The desired
outcome

Evaluate

Value and
feasibility

Align

People, resources
and authority

Create

A testable
plan

Take Action

Execute, learn
and adapt

ALIGN is the bridge: the final step of IDEA and the first step of ACT.

1. Identify – What's the Real Problem?



- Look beyond symptoms.
- Understand who is affected.
- Use data and lived experience.
- Confirm it is a problem worth solving.

2. Define – What Are We Trying to Achieve?



- Be clear and specific.
- Align with your agency's mission.
- Define what success looks like.
- Keep it simple and measurable.

3. Evaluate – Is It Feasible and Valuable?



- Assess impact on people served.
- Consider resources and constraints.
- Identify potential risks.
- Look for quick wins and long-term value.

4. Align – Build Support



- Identify key stakeholders.
- Understand what matters to them.
- Communicate the value clearly.
- Find champions at every level.

5. Create – Design a Pilot



- Start small and be strategic.
- Define scope, roles, and timeline.
- Set clear measures of success.
- Plan for learning and iteration.

6. Take Action – Execute, Learn, Adapt



- Take the first step within 72 hours.
- Track progress and results.
- Learn from what works and what does not.
- Scale or adjust based on evidence.

Key Takeaways



- Good ideas solve real problems.
- Evidence and learning accelerate progress.
- People and partnerships make ideas stronger.
- Action, even when small, creates momentum.
- You can turn a good idea into meaningful impact.

Questions and Discussion



**Let's continue
the conversation.**



What questions do you have?