

GROUP PRESENTATION



Module Code: LCBB4003
Introducing the modern
workplace
Lecturer: Dr Dudley Ofori
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Apple's Organizational Profile

Presented by Mihai Tilea



Introduction



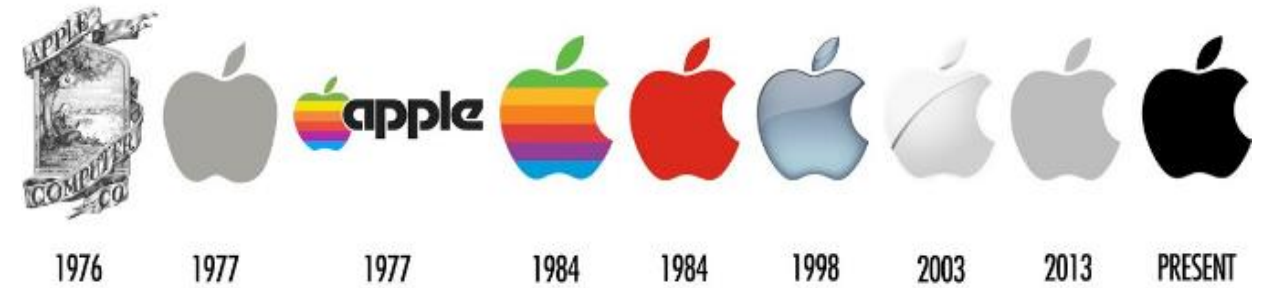
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- Apple's organizational profile, examining its structure, leadership, and factors contributing to its remarkable success.
- Organizational structure aligns with its consistent innovation, enabling effective collaboration across departments.
- Effective managers at Apple possess strong communication, organizational, and problem-solving skills, fostering relationships with customers and partners.
- Leadership theories, including transformational and servant leadership, to guide its growth and success.
- Group and team dynamics within Apple are influenced by communication, trust, and conflict resolution, fostering a collaborative work environment.

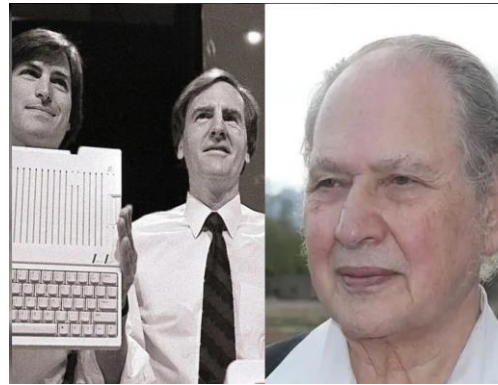
Background

- Founded in 1976 by Steve Jobs, Steve Wozniak, and Ronald Wayne
- Headquartered in Cupertino, California
- Designs, manufactures, and sells a wide range of consumer electronics, software, and online services
- One of the world's most valuable companies
- The company's first product was the Apple I

(Isaacson, 2011)
(Liedtke, 2014)



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[Qué fue de Ronald Wayne, el tercer fundador de Apple que tomó una de las peores decisiones en la historia de la compañía \(applesfera.com\)](#)



[Apple Park was Jony Ive's last—and most lasting—great design for Apple - Curbed SF](#)

Innovation and Impact

➤ Apple II (1977):

- Significance: Marked a turning point for Apple.
- Features: User-friendly design and affordable price.
- Impact: Made personal computers accessible to a broader audience.
- Result: Catapulted Apple to the forefront of the personal computer industry.



[Apple II Explained: Everything You Need To Know - History-Computer](#)

➤ Macintosh (1984):

- Introduction: Unveiled by Apple in 1984.
- Innovation: Introduced the concept of a graphical user interface (GUI).
- Design: Known for its intuitive design and ease of use.
- Revolutionized: Transformed the way people interacted with computers.

Accessibility: Made computers more approachable and accessible to the masses.



[Macintosh launched on Jan 24, 1984 and changed the world — eventually | Appleinsider](#)

(Isaacson, 2011).

(Wingfield & Duff, 2011)

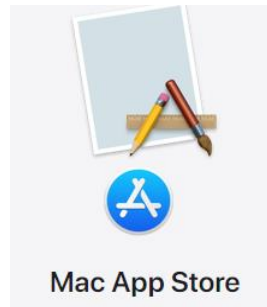
Diversifying Products and Services

➤ Software and Services Integration:

- Apple diversified beyond hardware.
- Developed a suite of software and services.
- Aim: Create a cohesive and user-friendly experience.



 **Music**



➤ Apple Music:

- Description: Streaming music service.
- Feature: Provides users with a vast library of music.
- Accessibility: Music at users' fingertips

➤ App Store:

- Introduction: Digital marketplace for mobile applications.
- Revolutionized: Changed the way software is accessed and utilized.
- Impact: Significant contribution to Apple's success

(Liedtke, 2014)

(Teufel, 2015)

Competition

➤ Tech Giants Competition:

- Competitors: Samsung, Huawei, Amazon, Dell.
- Notable Rival: Samsung is a primary competitor (Liedtke, 2014).
- Industry Focus: Intense competition in the smartphone market.

➤ Crucial Challenges:

- Apple's Dominance: Despite dominance, faces stiff competition.
- Future Success: Hinges on maintaining a competitive edge.
- Innovation: Key factor for sustained success.

SAMSUNG



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(Liedtke, 2014)

Organisation structure and its performance.

Presented by George Iulian Chiras



Organizational Structure Overview

- Hierarchical Structure
- Functional Structure
- Hybrid Structure
- Apple's divisions and roles overview.
- How the structure fosters innovation.
- Organizational chart highlighting key divisions.

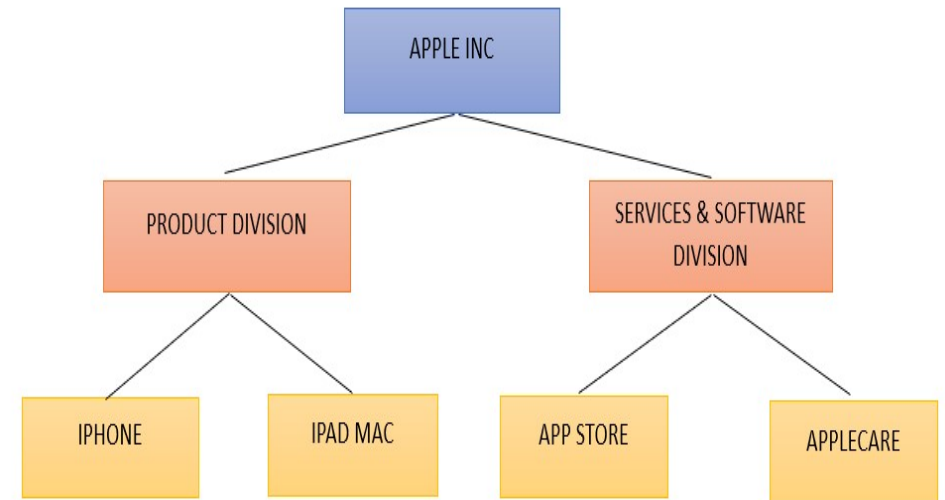
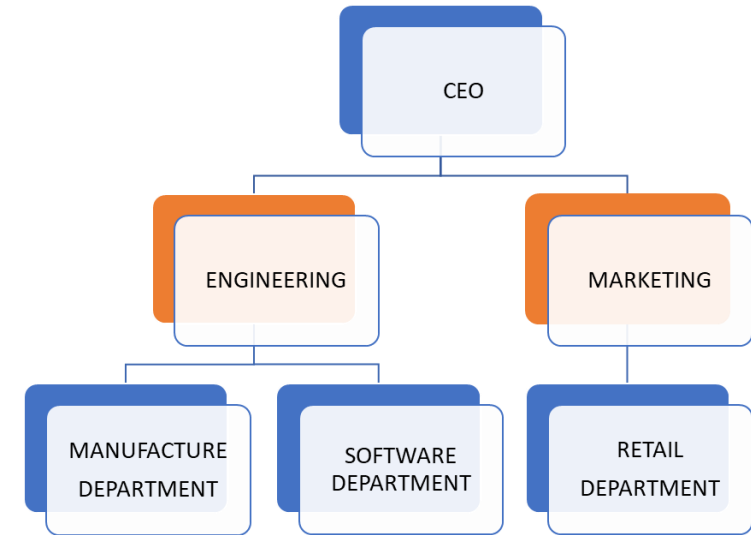


[Apple Product List which is still amusing people | SAGMart](#)

Apple Hierarchy



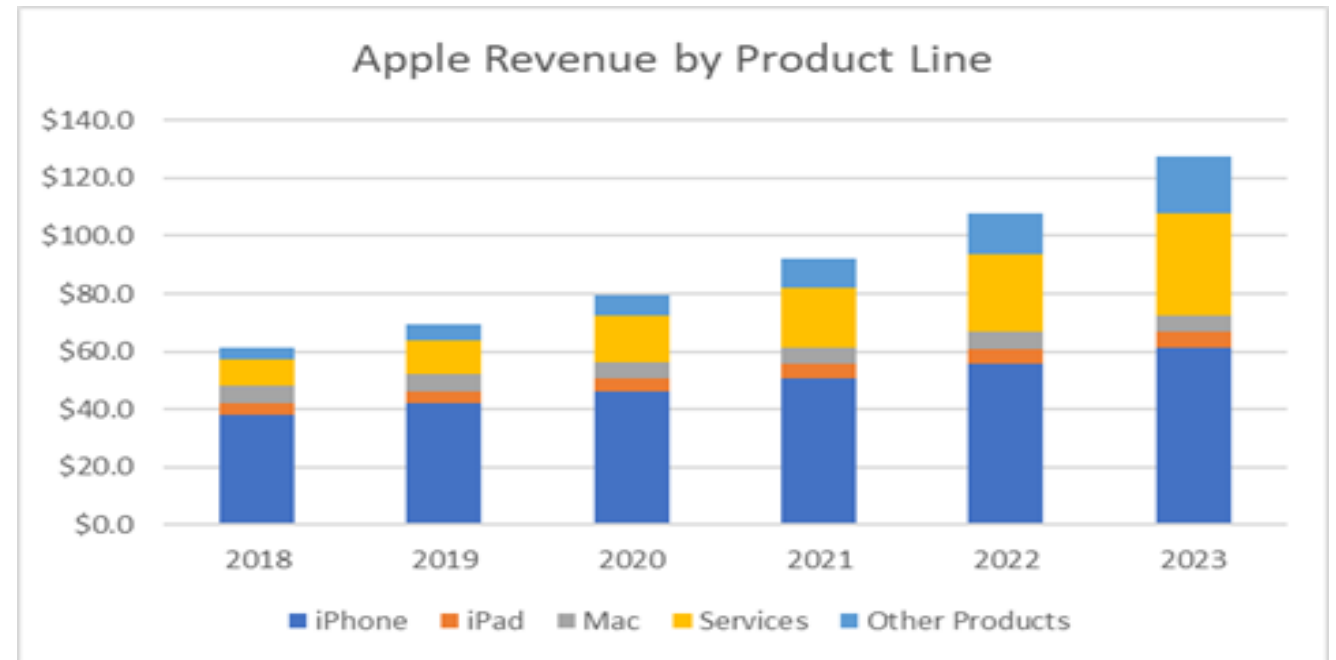
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(Benner, M. J., Tripsas, M. 2013)

Impact of Organizational Structure on Performance

- Structure and performance enhancement.
- Examples of product development and customer focus.
- Promotion of innovation and competitive edge.



[key performance Apple chart 2023 - Bing images](#)

(American Customer Satisfaction Index.,2023)

Performance Metrics

- Key metrics reflecting Apple's success.
- Revenue growth, market share, and satisfaction data.
- Graphics showcasing achievements and milestones.

Apple Net Sales	2021–22	2020–2021	2019–2020	
iPhone	\$205,489M	\$191,973M	\$137,781M	
Mac (Macbooks and iMacs)	\$40,177M	\$35,190M	\$28,622M	
iPad	\$29,292M	\$31,862M	\$23,724M	
Wearables, Home, & Accessories	\$41,241M	\$38,367M	\$30,620M	
Services (Apple Music, TV, iCloud etc.)	\$78,129M	\$68,425M	\$53,768M	
Total	\$394,328M	\$365,817M	\$274,515M	
Apple Expenditures	2021–22	2020–21	2019–2020	
Cost of Sales	\$223,546M	\$212,981M	\$169,559M	
R&D	\$26,251M	\$21,194M	\$18,752M	
Selling, general, and administrative	\$25,094M	\$21,973M	\$19,916M	
Provisions for taxes	\$19,300M	\$14,527M	\$9,680M	
Other Expenses/(Income)	\$334M	(\$258M)	(\$803M)	
Total	\$294,525M	\$270,417M	\$217,104M	
Apple's Gross Margin	2021–2022	2022 (%)	2020–2021	2021 (%)
Products	\$114,728M	36.3%	\$105,126M	35.3%
Services	\$56,054M	71.7%	\$47,710M	69.7%
Total	\$170,782M	43.3%	\$152,836M	41.8%

[Charting Apple's Profit of Nearly \\$100 Billion in 2022 \(visualcapitalist.com\)](#)

(Statista., 2023)

Recommendations for Improvement

- Suggestions for increased structural efficiency.
- Adapting for future market challenges.
- Importance of flexible long-term structure.

Tasks and skills that a manager uses to run APPLE

Presented by Daniela Vasileva



COMPANY PILLARS

MONEY PEOPLE RISK TIME EFFORT

DUTIES & RESPONSIBILITIES

MANAGERS AND TOP EXECUTIVES OVERSEE A VARIETY OF DUTIES AND RESPONSIBILITIES.

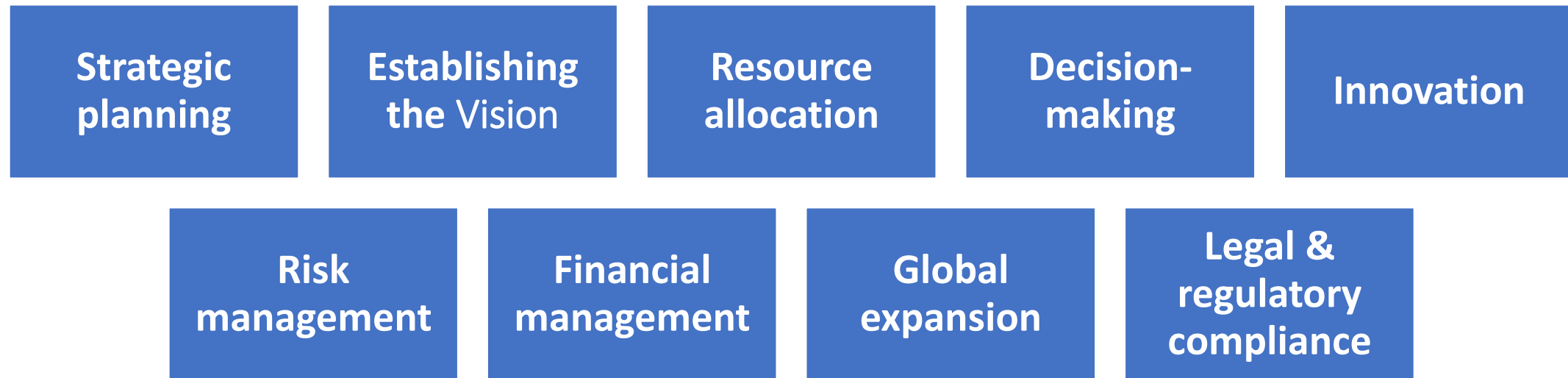
SKILLS & INTERPERSONAL SKILLS

MANAGERS HAVE REQUIRED VARIOUS SKILLS TO DO THEIR JOBS. INNER WORLD AND PERSONALITY.

7 LEADERSHIP PRINCIPLES AT APPLE

DOING RIGHT AND EXCELENTE JOB.

TASKS & STYLE



- (Apple, 2023)

- (Apple Inc., 2021)

7 leadership principles at Apple



**CREATE
PRODUCTS**

**SIMPLE, NOT
COMPLEX**

**ECOSYSTEM
(SOFTWARE-
HARDWARE-
SERVICE)**

**COLLABORATION (A
PUZZLE OF PEOPLE
AROUND YOU)**

SAY NO

EXCELLENCE

ACCEPT MISTAKES

(Croitor, 2017)

[7 Core Values at Apple via Tim Cook - YouTube](#)

SKILLS and INTERPERSONAL SKILLS



**LEADERSHIP,
STRATEGIC
THINKING**

**COMMUNICATION,
PROBLEM-SOLVING**

**DESIGN THINKING,
INNOVATION**

**TECHNICAL
EXPERTISE,
CUSTOMER FOCUS**

**ACTIVE LISTENING,
LEADERSHIP**

**RESPONSIBILITY,
DEPENDABILITY**

**MOTIVATION,
FLEXIBILITY**

PATIENCE, EMPATHY

(Richtel and Chen, 2014)

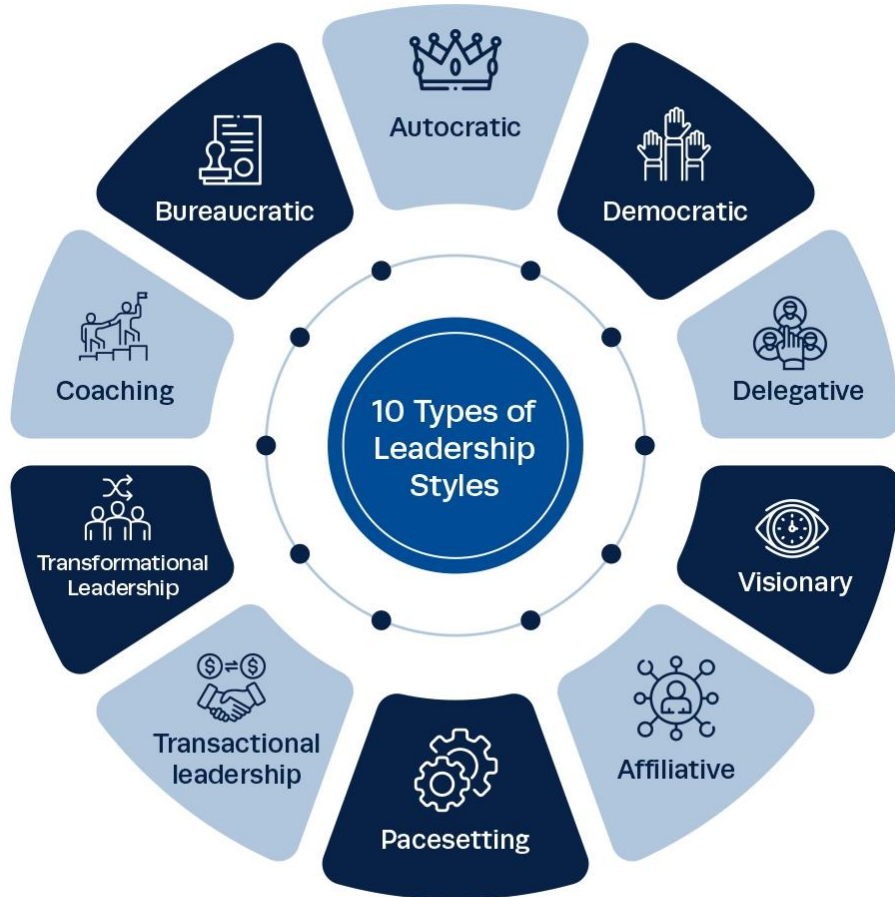
(Mullins and McLean, 2019)

Leadership Styles used by Apple

Presented by Pavel Karadachki



Styles of Leadership



Leadership Style	Main Characteristic
Autocratic	Individual control over all decisions and little input from group members
Democratic	Reaches consensus through group participation
Delegative	Leaders are hands-off and allow group members to make the decisions
Bureaucratic	A clear chain of command with established rules and procedures
Visionary	Inspires people and brings them towards a vision
Affiliative	Creates harmony and builds emotional bonds
Pacesetter	Sets high standards for performance
Coaching	Helps people develop for future progress
Transactional	Leaders rely on a system of rewards and punishment to motivate their employees
Transformational	Approach that causes change in individuals and social systems

Steve Jobs Era

- During the period 1997 – 2011 Apple had an autocratic Leadership.
- Under Steve Jobs' leadership, all decisions and processes were centralized through him.



(Dudovskiy 2023)
(Yarrow 2013)

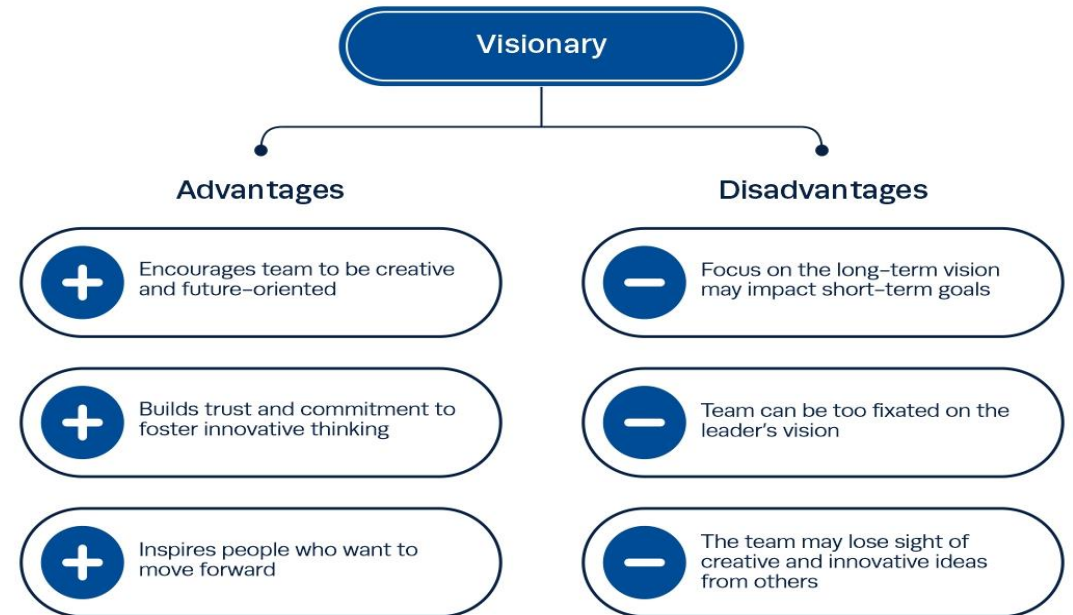
Tim Cook Era

- Tim Cook exercises and promotes democratic leadership.
- Employees have commended Tim Cook for his inspiring leadership.
- Some analysts think Tim Cook's leadership lacks vision.



Future Leadership in Apple Inc

The visionary type of leadership style is focused on providing long-term direction and leading people closer to their vision.



Exploring factors driving group and team behavior at Apple Inc.

Presented by Roman Grigoriev





Tim Cook's Vision and Motivation



- Tim Cook's leadership since 2011
- Clear vision and motivation
- Fosters collaboration and open communication



Culture - Innovation, Secrecy, and Quality



(Levy, I., 2006)

(Wingfield, N., Lohr, S., 2012)

Communication - Multi-Channel Approach and Social Media Presence

- Effective internal and external communication
- Utilizes various channels (emails, presentations, meetings)
- Active social media presence for customer engagement



[The Multichannel Social Media Approach - Create More Social Media BuzzSMU SMC](#)

Conflict Resolution - Open Communication and Fair Process



Cultivates constructive conflict resolution



Encourages open communication



Well-defined resolution process for prompt and fair solutions



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(400x484) (pining.com)

(Isaac, S., 2021)

(Apple Inc, 2023)

Reward and Recognition - Incentives and Employee Recognition



Generous rewards and recognition programs



Various incentives (bonuses, stock options, travel)



Employee recognition programs



(Apple Inc., 2023)

Q & A



THANK YOU

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