

Leading and Implementing Workplace Change (BMSW6103_LON)

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Introduction

Focusing on the ways in which the famous tech business Apple Inc. handles change management and responds to external challenges, this report intends to conduct an exhaustive analysis of the subject. Since Apple is so pervasive in my household and my children have such a strong relationship with and reliance on Apple products, I decided to centre my research on the company.

Section 1: Critical Evaluation of the Adopted Change Management Process and Identification of Suitable Strategic Change Option

Since Steve Jobs, Steve Wozniak, and Ronald Wayne founded Apple Inc. in 1976, it has become a tech giant (Verma, 2023).

External Factors Driving Change During and Post-COVID Times

Companies throughout the world, including Apple, have felt the effects of the COVID-19 pandemic.

1. Increase in Cases and Variants of COVID-19:

Specific number of new COVID-19 variants, including Lambda and Delta, have emerged, creating significant challenges for Apple. Preparations to return to the office have taken a back seat to ensuring the safety of employees in light of the unforeseen spread of the virus (Gómez-Carballa *et al.*, 2021).

1. Impact on Business Strategies and Operations:

The increase of COVID-19 instances and variations has affected Apple's business strategy and operations, especially in regards to supply chain interruptions and retail store disruptions.

Pestel Analysis

As a global tech titan, Apple Inc. faces ongoing change. We may better understand the company's strategic decisions and adaptability by completing a PESTLE study.

1. Technological factors:

Apple's innovation and competitive strategy depend on technology.

Summary of Findings:

The research highlights Apple Inc.'s successful change management due to its creative culture, visionary leadership, and customer-focused approach

Areas for Improvement in Change Management Process

Apple Inc.'s change management strategy faced various hurdles during the COVID-19 pandemic, identifying areas for improvement to boost resilience and agility.

Summary of Findings:

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