

# Tim cook ceo for apple

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Tim Cook took over as acting CEO for Apple due to Steve Jobs absence for a few mimes and was required to bear the workload as well as the stresses of a CEO. During that time, Cook was responsible for most of Apple's day-to-day operations while Jobs made most major decisions. Even so, he needed to precisely plan how the company should handle production, manufacturing, rationale of creative Ideas and designs and also the company's marketing strategy. To accomplish so many tasks in such a short amount of time, Cook had to implement good planning strategies. Planning is the function of management that involves setting objectives and determining a course of action for achieving those objectives. Planning requires that managers be aware of environmental conditions facing their organization and forecast future conditions. Managers are also required to be good decision makers. Besides planning, Cook needed to organize the company's schedules and make everything go according to plan. Organizing is the function of management that involves developing an organizational structure and allocating human resources to ensure the accomplishment of objectives. The structure of the organization is the framework within which effort is coordinated. The structure is usually represented by an organization chart, which provides a graphic representation of the chain of command within an organization. Decisions made about the structure of an organization are generally referred to as organizational design decisions. Cook managed to efficiently organize workforce and made major changes to the company's executive team on October 29, 2012. Cook's direction since becoming CEO was to build a culture of harmony, which meant "weeding out people with disagreeable personalities".

Leading involves the social and informal sources of influence that you use to inspire action taken by others. If managers are effective leaders, their subordinates will be enthusiastic about exerting effort to attain organizational objectives. Cook shared the three keys to his leadership at Apple: people, strategy, and execution. Under Cook's leadership, Apple has increased its donations to charity. To and enthusiasm between co-workers and employees. Strategy meant that in whatever you do, you must plan ahead and think out of the box.

Preparing for what's to come, be it known or unknown, is better than to just sit there and wait for the end to come. Execution meant the things that need to be done has to be done and must be done without fail. Hard work and effort must be put into what you do as well because without hard work and effort, the things that are done will not be perfect. Cook emphasized that if people get these three things right, the world is a great place. Controlling involves ensuring that performance does not deviate from standards.

Controlling consists of three steps, which include establishing performance standards, comparing actual performance against standards, and taking corrective action when necessary. Performance standards are often stated in monetary terms such as revenue, costs, or profits but may also be stated in other terms, such as units produced, number of defective products, or levels of quality or customer service. One example of Cook implementing controlling methods is when he was appointed Senior Vice President for Worldwide Operations.

He closed factories and warehouses and replaced those with contract manufacturers, causing the company's inventory to fall from months to days. This was crucial as predicting demand and delivering it on time is crucial in the technology industry where new products could cannibalize existing offerings. Due to Cook's savvy management methods, Cook was credited with keeping costs under control, and combined with the company's design and marketing savvy that allows them to charge premiums, this has generated huge profits.

The skills needed for this managerial position is discipline, innovation, creativity, perseverance, entrepreneurship, business savvy and moderate risk taker. These kind of skills are very particular in top managers. They require such skill sets because they are the company's decision makers and need to be able to think quick and rationalize a situation in the shortest amount of time in order to get the best solution.

They need to be business savvy and must be able to handle difficult situations because the company's survivability depends on what they decide. They are also required to be able to take certain amount of risks, top managers are always regarded as unethical risk takers but that is not the case, they are moderate risk takers and will only take risks if they are certain that the risk is manageable and would not affect the company daily if the worst possible scenario happens.

Tim Cook is considered a top manager in his line of duties as he is the CEO of Apple and is the successor of Steve Jobs. Based on his performance, he is considered as a top manager because he is able to successfully handle the

bad situations thrown at him and also for possessing the skills necessary to become a top manager. His methods of handling people and situations are not exactly perfect but it works miraculously. If I were a management advisor, the only thing that I would advise is he "weeding out people with disagreeable personalities" part.

The reason as to why I would just emphasize on this part is because I think in order to run a successful business, people need communication. People with disagreeable personalities may be a tough nut to crack but they should be given a chance to express what they think and let them voice out their concerns about certain matters. Shutting them off may particular moment could change facts that would lead to a company's success or failure. With the issue resolved, only then communication can take place and this will add value to the organization.

To conclude, to be a good manager, one must possess good managerial skills and must have interpersonal skills as well. Tim Cook is a very good manager as he can lead Apple away from failure while giving all he's got into building the brand into the world's best technological manufacturer. We should set him as an exceptional example and following his footsteps. Managers who wish to improve themselves should read up more on how he work and study his methods of working and then implement them into their working life.