

Apple computer inc



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The Apple Inc. organization was formerly known as the Apple Computer, Inc. It is a multinational corporation found in America and it is headquartered in the state of California, Cupertino. The company continually develops, sells, and designs the consumer electronics, personal computers, and computer software. The company's best - known hardware products are Mac line of the computers, iPhone, iPod and iPad, Apple TV. Further, the company has Consumer Portfolio and the professional software applications, OS X, iOS operating systems, iCloud and other accessories, services and support offerings. The company was first found in 1976 April and then incorporated as the Apple Computer, Inc in January 1977. After the company introduced the iPhone, it removed the word computer that reflected company's shift of focus towards the consumer electronics. It is the second largest company in the world that offers information technology by revenue after Samsung Electronics (Gardner, 1990). Furthermore, Apple Inc. Company is the 3rd largest mobile phone company maker after Nokia and Samsung. The Apple Company delivers and sells digital applications and content through iTunes Store, StoreSM, iBookstoreSM, AppStoreSM, and the MacAppStore. The company's products are sold worldwide through Apple's retail stores, direct sales force, and online stores, as well as by the use of third party carriers of cellular networks, retailers, wholesalers and the value added resellers. In 2012 February, Apple Company acquired App Search engine Chomp.

A change was experienced by Apple Computer Inc organization under Tim Cook.

Tim Cook was one of the Apple Company's leaders and responsible of the company's sales. In addition, he ensured that the welfare of the workers and

consumers is his priority. The conformation to it is evident in the Bloomberg Business Week interview on former and current executives of the company, partners, and employees to understand how Tim Cook is reconstructing Apple. They both agree that the changes are slight but definite. The leadership style that Tim Cook displays is quite different, both externally and internally. He listens to people and is willing to be advised by others. As a result, the Company is more transparent and happier as compared to other tenure. He further changed the company's working conditions to be safer, and improved the workers' payment.

Overarching role of leaders in bringing Apple Computer Inc organizational change.

The roles of leadership in the organization are to be on the front line to address wicked problems in the company. There are serious, complex, and global systematic issues affecting the Apple Company such as product market, consumers, and the workers' problems. Some of the theories explain the roles of leaders and emphasizes on similar perspectives. For instance, how leaders use communication and language is seen as essential to the Apple Company development of vision based on the shared belief structures. Leaders in the Apple Company might also be chosen according to their relative ability and capacity of translating the company's values and visions into the actionable processes (Richard & Katherine, 2005). Since values and beliefs provide directions and frames for actions, it is very essential when the leader has the ability to articulate set beliefs shared in organization, in establishing a common purpose and the unity throughout the Apple Company. In the contrast with the transactional leadership that <https://assignbuster.com/apple-computer-inc/>

relies on the social exchange, the transformational leaders will influence company members on interpersonal basis processes of the trust and respect, and attendant processes of the personal development and growth.

Leader's role in facilitation of change in the Apple Company

To facilitate a change in the Apple Company, the leaders are supposed to guide events. In many events' facilitation, the major conflicts are always perceived with crisis leading to the group in exploring hidden conflicts (John, 1996). The leader's role as a facilitator is seen when he engages the group by dealing with conflicts productivity. Further, the leaders role is recognizing and overcoming the barriers to the implementation. Moreover, the leader will also develop an implementation map in ensuring necessary from events of impact. This helps in development of an implementation map that starts during facilitation of events; however, it is on-going process, which continues with post-event.