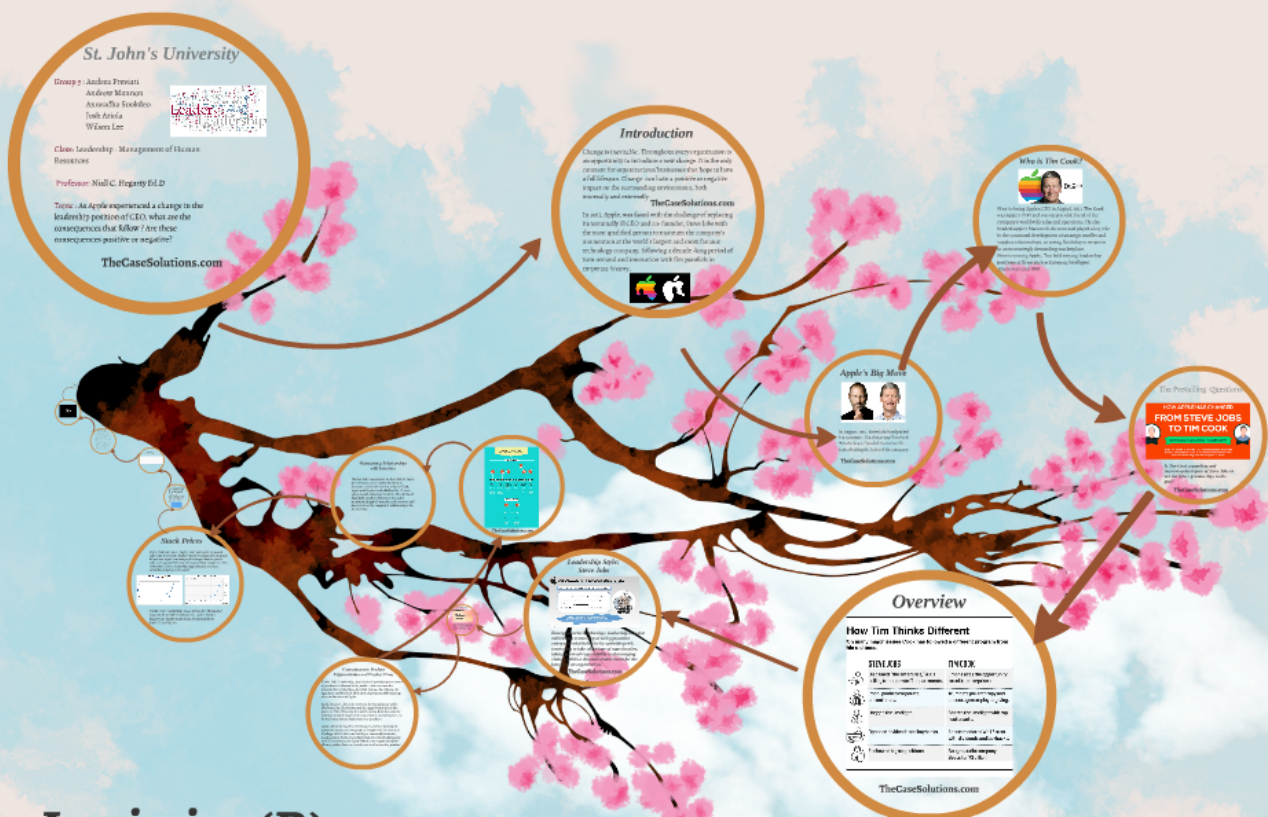


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St. John's University

Group: Andrea Prewitt
 Andrew Mirman
 Alexander Eschke
 Josh Arata
 Willem Lee

Class: Leadership - Management of Human Resources

Professor: Niall C. Hegarty Ed.D

Topic: As Apple experienced a change in the leadership position of CEO, what are the consequences that follow? Are these consequences positive or negative?

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Introduction

Change is inevitable. Throughout enterprise, it is an opportunity to introduce a new change. It is the only constant for organizations because the landscape of a full business change just takes a positive or negative impact on the surrounding environment, both internally and externally.

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In 2011, Apple was faced with the challenge of replacing its seventh CEO and → Tim Cook, then the only African American CEO in the world's largest and most valuable technology company, following a five-year tenure of Steve Jobs and announced with the parallel to corporate leaders.

Why is Tim Cook?

What is the impact of CEO on Apple Inc. The CEO is the highest level of management in the organization. He is responsible for the overall performance of the organization. He is responsible for the overall performance of the organization. He is responsible for the overall performance of the organization.

Apple's Big Move

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The Provoking Questions

HOW DID APPLE MOVE FROM STEVE JOBS TO TIM COOK?

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Overview

How Tim Thinks Different

THINKERS	THINKERS
• They are not afraid to take risks.	• They are not afraid to take risks.
• They are not afraid to take risks.	• They are not afraid to take risks.
• They are not afraid to take risks.	• They are not afraid to take risks.
• They are not afraid to take risks.	• They are not afraid to take risks.

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Business Model

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Stock Prices

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Leadership Skills

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Leadership Skills

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Quiet Logistics (B)

Introduction

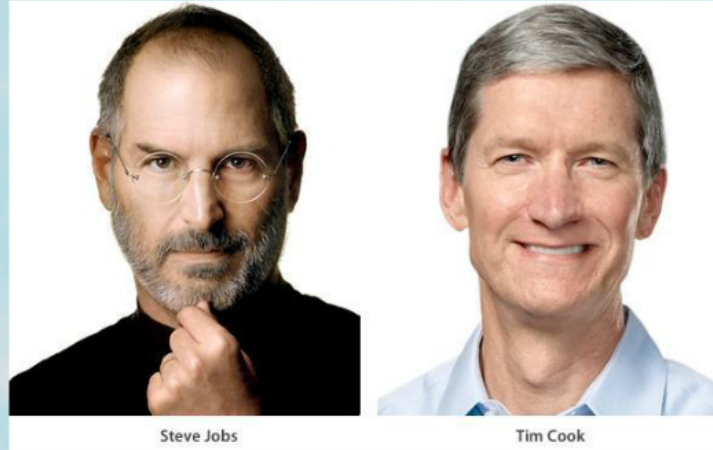
Change is inevitable . Throughout every organization is an opportunity to introduce a new change. It is the only constant for organizations/businesses that hope to have a full lifespan. Change can have a positive or negative impact on the surrounding environment, both internally and externally.

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In 2011, Apple, was faced with the challenge of replacing its terminally ill CEO and co- founder, Steve Jobs with the most qualified person to maintain the company's momentum at the world's largest and most famous technology company, following a decade -long period of turn-around and innovation with few parallels in corporate history.



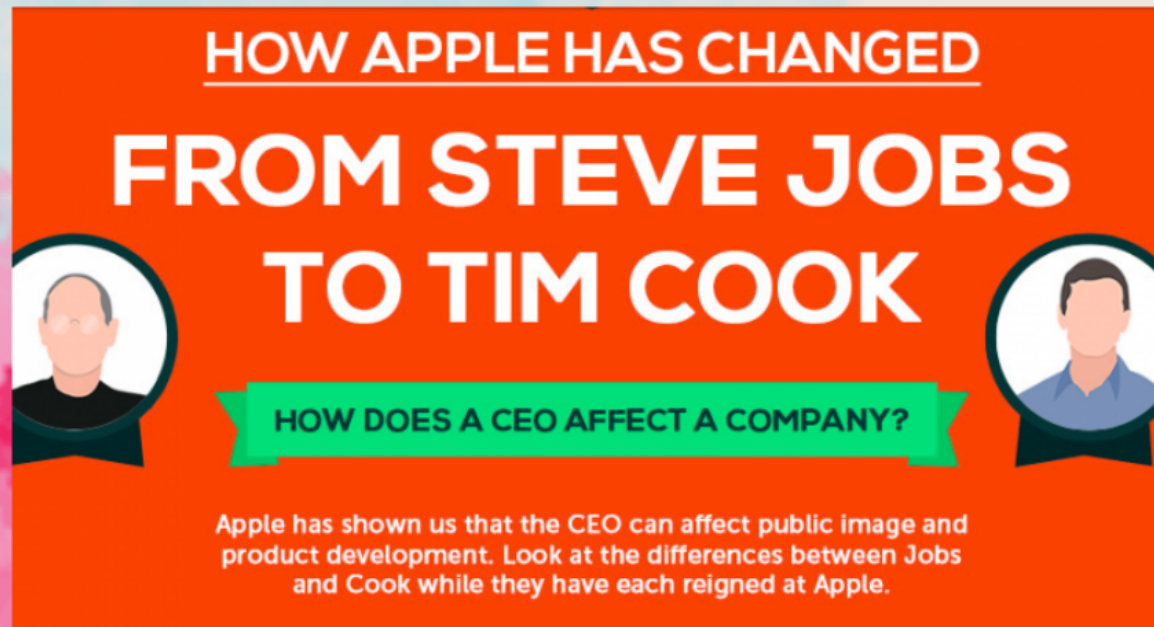
Apple's Big Move



In August, 2011 , Steve Jobs handpicked his successor. His choice was Tim Cook. Tim Cook was handed an unenviable task of taking the helm of the company .

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The Prevailing Questions



HOW APPLE HAS CHANGED

FROM STEVE JOBS TO TIM COOK

HOW DOES A CEO AFFECT A COMPANY?

Apple has shown us that the CEO can affect public image and product development. Look at the differences between Jobs and Cook while they have each reigned at Apple.




Is Tim Cook expanding and improving the legacy of Steve Jobs or are the firm's greatest days in the past?

TheCaseSolutions.com

Overview

How Tim Thinks Different

On many major issues Cook has followed a different program from his old boss.

	STEVE JOBS	TIM COOK
	Disdained "the enterprise," a.k.a. selling to corporate IT departments.	Emphasizes the opportunity to sell to enterprises.
	Pooh-poohed corporate philanthropy.	Trumpets philanthropy and encourages employee giving.
	Hogged the limelight.	Shares the limelight with top lieutenants.
	Opposed dividends and buybacks.	Accommodates Wall Street with dividends and buybacks.
	Eschewed big acquisitions.	Bought audio company Beats for \$3 billion.

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Leadership Style: Steve Jobs



JOBS' LEADERSHIP & MANAGEMENT STYLE

JOBS' LEADERSHIP STYLE CAN BE DESCRIBED AS ENTREPRENEURIAL

- Focus on creating an innovation- and product driven company
- Direct Control & Deep Involvement in everything at Apple
- Motivation through Inspiration & Fear
- Steve Jobs → Product & Marketing Genius behind Apple's success.

"...the passion, intensity, and extreme emotionalism he brought to everyday life were things he also poured into the products he made."
(Walter Isaacson, 2012)

Sources: (Siltanen, 2011; Perenson, 2011; Friedman, 2011; Markoff, 2011)

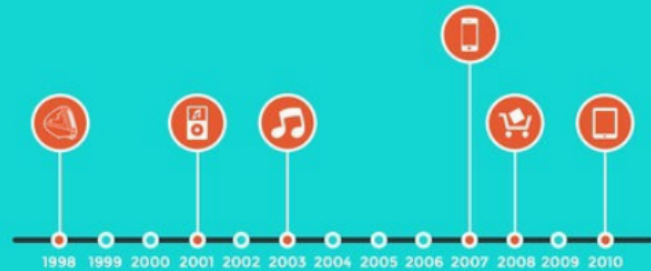
Entrepreneurial Leadership : leadership aimed at achieving a common goal using proactive entrepreneurial behavior by optimizing risk, innovating to take advantage of opportunities, taking personal responsibility and managing change within a dynamic environment for the benefit of an organization.

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ICONIC APPLE RELEASES

Why Everyone Knows the Apple Brand

UNDER JOBS



IMAC (1998) Gave home users the easiest way to connect to the Internet in just two steps.	IPOD (2001) Made it easy for consumers to carry and manage thousands of songs with a single device.	ITUNES MUSIC STORE (2003) Gave people an easy, legal way to download.	IPHONE (2007) Set a new standard for smartphones.	APP STORE (2008) Created a way for Apple to monetize apps.	IPAD (2010) Like the iPod and iPhone, the iPad set a high standard for tablet computers.
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UNDER COOK



IPAD MINI (2012) Gave consumers a smaller tablet.	IPAD RETINA (2012) Introduced retina crystal display and improved media functionality to the iPad.
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