

# Tim Cook, CEO of Apple



## UNDERSTANDING AND LEVERAGING THE COMPETITIVE BATTLE FIELD

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### Organizational Culture

Apple's organizational culture is a key factor in its success. It is a culture of innovation, collaboration, and excellence. The company's values are reflected in its products, services, and the way it treats its employees and customers.

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### Power Wall

Leadership of Tim Cook: Visionary, Collaborative, and Inclusive. He is a leader who listens to his employees and encourages them to share their ideas. He is also a leader who is open to feedback and is willing to change his mind when necessary.

### Photos

A collection of photos showing Tim Cook in various settings, including at work, at public events, and with his family. The photos illustrate his leadership style and his connection with his employees and the public.

### 'Likes' and 'Shares'

This section shows the social media engagement for the content. It includes a list of users who have liked or shared the post, along with the number of likes and shares.

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### Status Update

"Throughout my professional life, I've tried to maintain a basic level of privacy. I come from humble roots, and I don't seek to draw attention to myself. Apple is already one of the most closely watched companies in the world, and I like keeping the focus on our products and the incredible things our customers achieve with them."

At the same time, I believe deeply in the words of Dr. Martin Luther King, who said: "Life's most persistent and urgent question is, 'What are you doing for others?'" I often challenge myself with that question, and I've come to realize that my desire for personal privacy has been holding me back from doing something more important. That's what has led me to today."

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### Shared a Link

"Plenty of colleagues at Apple know I'm gay and it doesn't make a difference..."

#### Is Tim Cook coming out a game changer?

- Does it change things for him at Apple?
- Will it change things in the business world?
- Would we have recommended he come out?

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### Leadership Wall

#### Leadership Qualities

##### Transformational Leader

- **Individualized Consideration**
  - Great deal of support & encouragement to his followers
  - As many as 85% of all lesbian, gay and bisexual employees engaged at "covering" at work. The best solution maybe for more CEOs to speak out openly about their personal lives, as cook has done. (www.washingtonpost.com)->
  - > **Opening lines of communications** between his followers
- **Employees "mask" identities** -> strive to work their best under these conditions
- **"Companies are starting to realize that there is a hard dollar cost when people aren't bringing their authentic selves to the office"**- Sarah Kate Ellis, CEO Gay Rights Group GLAAD

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### Leadership Wall

#### Intellectual Stimulation

- Do not follow a set of rules, but instead write your own rules
- Apple environment teaches you to "learn, collaborate, how to think about something, and how to work with people who come from different perspectives."
- Write your own rules ->encourage creativity -> shares ideas of different people

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### Leadership Wall

#### Emotional Intelligence

- Extroverted with high emotional intelligence, empathy and social skill.
- Mixture of leadership qualities and him coming out can make employees feel more comfortable about coming out
- Self-Awareness- High
- Self-Regulation- High
- Motivation- High
- Empathy- High
- Social Skill- High

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### Organizational Culture

Apple's Organizational Culture

- Innovation
- Creative, Vision
- Detail
- "We can not be the business for the business alone but for some higher purpose. To change society and the world, create something better, solve important problems, and have fun"

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### Organizational Culture

Culture's Function

- Clearly and reflexively standards of behavior
- Guide employees' supportive attitudes
- The Core's Guide

Maintain a Good Culture

- Top Management's role
- Resources and support
- 44% Annual Gap Trade Shows

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### Power Wall

- Legitimate: CEO of Apple
- Reward: CEO, Top management position
- Coercive: Power
- Referent:
- Well liked by employees
- Coming out has given him presence in the LGBTQ community
- Gained a lot of support after coming out

### Photos

### Status Update

like comment share

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(www.businessweek.com)

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### Leadership Wall

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#### Leadership Qualities

#### Transformational Leader

- Individualized Consideration
  - Great deal of support & encouragement to his followers
  - As many as 83% of all lesbian, gay and bisexual employees engaged at "covering" at work. The best solution maybe for more CEO's to speak out openly

### Leadership Wall

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## Leadership Wall

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Leadership Qualities

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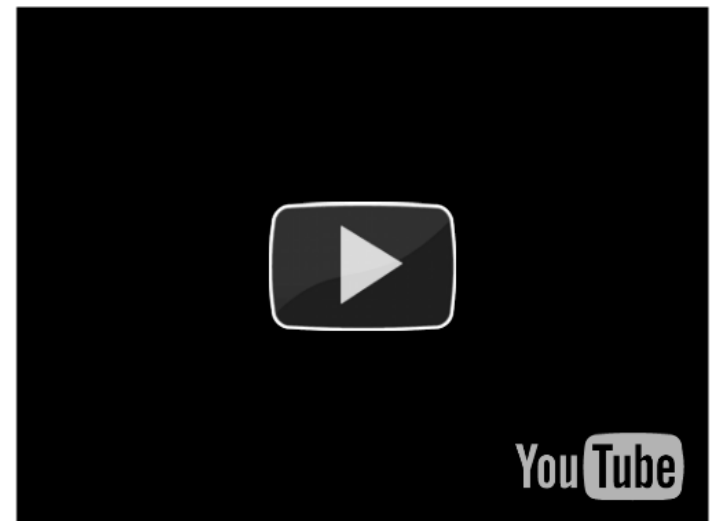
# Organizational Culture



## Apple's Organizational Culture

- Assumption:  
Innovative, Creative, Vision
- Value:  
“We are not in the business for the business alone but for some higher purpose- to change society and the world, create something lasting, solve important problems, and have fun”.

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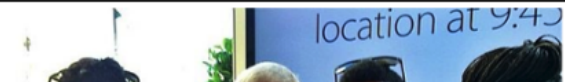


# Organizational Culture



## Culture's Function

- Clarify and reinforce standards of behavior





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YouTube

# Organizational Culture



## Culture's Function

- Clarify and reinforce standards of behavior
- Guide employees' supportive attitudes
- Tim Cook's Quote

## Maintain a Good Culture

- Top management's role
- Reinforce and support
- 44th Annual Gay Pride Parade



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