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Introduction:

The leadership aspect within any organization is one of the most important aspects that enhance its success, as executive leaders, in their capacity as decision makers, mainly determine the creation, purchase and implementation of organizational capital in addition to translating these resources into useful services and goods, as well as the distribution of value to organizational stakeholders. Leadership is one of the strong long-term sources of managerial competitive advantage. Any organization aims to succeed, improve its efficiency and maintain its existence, so we find that companies must improve their production in a manner that meets the requirements of the markets in light of the increasing competition. Previous researchers have shown that in order to achieve organizational success, a position of leadership is critical.

On the other hand, he believes that the emotional commitment of employees, employee job satisfaction, and organizational competence are important factors in the growth of the company. We find, according to certain reports, that leaders can, by using successful leadership styles, be a source of inspiration and help for their employees. Therefore, every leader must use proactive motivation methods to achieve excellence in the professional advancement of his team members within the organization. We find that leadership styles have a positive impact on organizational success, according to numerous reports on leadership styles.

In order for companies to achieve their goals more effectively, this is done by linking the career success of employees with valuable incentives and making sure that all the necessary tools are provided to employees that they need to accomplish the tasks required of them. Leaders within organizations design a conceptual vision by acting honestly and they develop that vision, express it through symbolism and implication, and dedication to that vision is fostered. Leadership positively influences human success as well as organizational influences. This is according to descriptive analyzes and previous longitudinal studies. Several longitudinal studies have recently indicated that transformational leadership seeks to improve both follower success and consistent outcomes.

Organization's leadership practices:

On a global scale, we find that Apple is the most innovative company in the world. Where the company was able to raise its market value from \$ 2 billion to \$ 741 billion, during the period of leadership of Steve Jobs in a period that did not exceed two decades, so we find that with the beginning of 2015, the company exceeded all performance measures, when compared to the largest competing companies in the field of technology in Various countries of the world, and this also includes profits, assets and revenues. Apple was able to maintain this outstanding success by providing a series of revolutionary services in addition to building a customer base that cannot be matched by any competitor. This huge success also continued with Tim Cook assuming the position of CEO, as the company announced in April of 2015 that its sales had exceeded \$ 200 billion and that it had managed to achieve an estimated net profit of \$ 45 billion.

Apple suffered several setbacks despite its enormous popularity and huge growth, during the period when Steve Jobs was absent, as Steve left Apple due to the internal division of the company's executives and his decision to follow his new company. After Steve's exit, the company raised prices, which in turn led to a stagnation in the market as a result of a succession of leadership errors that also led to lower profits. The market share also decreased significantly and losses began to accumulate. The situation has reached a deficit of one billion dollars annually. In less than a decade, the company passed three CEOs. In 1997, Steve Jobs returned again to Apple and faced many challenges, such as reorganizing a company facing bankruptcy and reviving a fragile administrative leadership, and succeeded in leading the company to new heights of growth. As jobs were reduced and funds were redirected to new promising programs that achieve growth and restore the company to its former glory.

A. Sustaining a culture of innovation via leadership:

Steve Jobs knew the company needed a sustainable, exciting atmosphere that stimulated and activated the attention and talents of employees within the company. Apple has an uncompromising work ethic and a strong commitment to excellence. Thanks to the effective and distinguished leadership of Steve Jobs, everything became possible, as everything Apple did in promoting a work culture centered on Apple principles and establishing priorities consistent with those principles, as Jobs took everything necessary to return to the company's central value. Where his mentality prevailed throughout the organization and he decided to leave a sustainable legacy for the company, which is to manufacture the best goods within the market.

We find that Apple is able to maintain its position as an innovator favorite by continuing to improve the devices it produces as well as its business model. It is constantly looking for all possible opportunities to improve its innovative operations, with the aim of benefiting from the imagination and capabilities of its employees, to obtain new ideas, as well as to simplify design processes, as well as to launch profitable products with wide popularity. Apple has distinguished itself from all its competitors and has integrated technical solutions and new features in its offerings while maintaining the attraction of a large segment of consumers, in light of some competitors promoting that they are the first to issue a service or create a product or provide a feature, but the fact remains that Apple has often been The first to market these features with great success and distinction. On the other hand, we find that Apple, through the iPod, was unique in invading the music industry based on the popularity achieved by this device, as Apple was able to identify and invade markets and achieved success through better-built and marketed goods.

Steve Jobs used to claim that customers cannot be relied upon to tell us what they want because they have experiences that are limited to what they already know. This was in light of many competing companies conducting comprehensive market studies in order to find out what their customers want. Moreover, in the end, Apple's competitors found that they were chasing its new updates and that they were behind after Apple released its products only a few months ago. Under Jobs' leadership, Apple anticipated industry trends and created a new group of companies. Apple's policy remained unchanged, even with the change of the CEO. If a competitor issued a new product, Apple would introduce it, but better through its style and competitive advantage offered to its customers.

B. Sustainability under pressure from the marketplace:

Despite Apple's clear interest in its future, we find it facing many challenges facing its growth. Apple is being blamed for being late in emerging developments around us, for example what has emerged in recent years of virtual reality, artificial intelligence, and self-driving vehicles. Apple has lost ground in machine learning despite some significant AI acquisitions and the initial launch of Siri. Apple also lost its position in natural language processing to companies such as Amazon, which has a high competitive ability in this market. In addition, we find that Apple is facing strong and fierce competition in the film and advertising industry, as it lacks original content of its own, as it lags behind in this part if it is compared For example, with Netflix and Amazon.

The company resorts to participating strongly in emerging platforms in order to build its parts, as well as it acquires various aspects of supply chains as an approach taken by the company to plan for the future. Apple's current focus on iPhone revenue is clearly a challenge for the business, as it represents more than half of the company's overall revenue and profits. Cook's approach is fully aware that something is going to happen that will affect the stability of the mobile industry in the same way it did when Apple launched the iPhone. Apple's adherence to its legacy from Steve Jobs did not stop it during Cook's leadership from searching for a way to differentiate and protect the company's trademarks. In order for the company to keep pace with the rate of sales growth within the market, it can continue the process of developing software products within new categories such as self-driving vehicles. Reimbursement of sales losses within Apple is contributed by the wearables and accessories division, that division that is gaining momentum that enables it to contribute. To further grow and develop this segment, Apple can focus on expanding the range of health offerings for the Apple watch as it serves as a major driving force in purchasing decisions.

Critique Leadership Practices:

One of Steve Jobs's qualities is the ability to make others around him share his enthusiasm and also his confidence in their ability to achieve what people consider impossible. Within California, regardless of gender, race, history, economic or social status, or educational degree, it was a hotbed of individualism as more and more people contributed to society in new ways. After Steve's return to Apple, his mentality began to broadcast a wave of free thinking that stems from the belief in the possibility of changing the environment, which appears in his declaration "Think Differently". People who are crazy enough and believe they have the power to change the world are often the ones who do.

The people around him viewed him as dictatorial, stemming from his oversight of all stages of product design and his public scolding of employees. Despite this, he saw himself as a leader and not just an owner or CEO. Steve was also known for his very affectionate style of leadership, so he showed cruelty with his subordinates, but in the end he expressed his gratitude to them when they implemented what he wanted as required. In 2011, according to reports from universities such as Notre Dame, Cornell, and the University of Western Ontario, bad leaders are more respected than good leaders and are paid more. Other leaders who have tried to copy the tough love approach while ignoring that loyalty must be in place for

this tactic to work have often failed. The leadership approach of Steve Jobs will be analyzed through popular and different theories of situational and behavioral traits as well as the positive and negative aspects of these theories.

A. Trait Leadership:

According to Dorthaus, when measuring the effectiveness of leadership traits, we can use emotional intelligence. Many scholars have the belief that it consists of social and personal abilities. Examples of personal competencies are self-confidence, self-awareness, self-regulation, inspiration, and conscientiousness. We all have greatly touched the extent of Steve Jobs' vigilance and inspiration, but his obsessions and aggressive behavior indicate his lack of self-organization and self-awareness. In addition, we find that despite the appearance of his self-confidence in public places, he suffers a lot from insecurity, and according to Evans, he often He cried when he felt unfair towards his treatment.

We find that trait theory has a great deal of science but is difficult to apply, due to it being an intuitive approach where traits are naturally inherited and cannot be taught. Evans spoke in 2012 about Steves that his perfection was legendary and talked about his violence and his lack of material generosity and so on. One of the reasons for Steve's expulsion from the company is undoubtedly the contribution of many of his opponents, and he was not called up as the company suffered from financial difficulties. And the question for everyone is, did Steve have the ability to provide the best if he dealt with people better and with a measure of dignity? Believing that he may have done this sometimes, but then he was suppressing his personality traits.

B. Behavioral Leadership:

According to Doyle and Smith, behavioral leadership took hold during the 1950s and 1960s, and the focus then shifted to how leaders act rather than characteristics. Within this category we find four leadership models:

- Paying attention to the job: where priority is given to methods of setting goals and competitiveness.
- People's Interests: Where the priority is in the followers' interests, preferences, and desires.
- Directive leadership: Where leaders have to make decisions and followers have to obey them.
- Participatory leadership: Where leaders cooperate with others to make decisions.

The ability of Steve Jobs was able to fully influence any field of structural engineering under the role of active management under the leadership of transactions. Through careful management, he was able to quickly solve problems, and he never hesitated to insult any of the employees in front of everyone. He has been described as arrogant, maniacal, ruthless and impatient. He was realistically inclined to work only with those who match his idea and vision and with admirers of himself and his person. He had the ability to instill confidence in many people around him, thus spoiling their awareness of the bad side of his personality.

C. Situational Leadership:

Some see Steve's ability to lead brilliantly within any other organization that places personality over talent. During situational leadership, we find that the leader must take into account the readiness and skill of the followers, and he must change his leadership style for them accordingly. It will often move from directing to counseling, delegating, and assisting, so Steve may have struggled in another organization because of his failure to change his approach and his harsh treatment. As a result, Steve wanted to collaborate with like-minded individuals who were highly motivated and qualified and did not resort to using a situational solution. The traits of followers of Steve Jobs may indicate that he should take a delegating approach to situational leadership, but he was in great control of himself in all projects and never followed the delegation.

We find that Steve Jobs' leadership style is characterized by strong transactional and transformative aspects fueled by his unique personality characteristics. This strategy was effective at the time, mostly because both the methods of transfer and the transactions were linked at that time to the satisfaction of the followers of their leader and their work. When addressing the fact that Steve's leadership within Apple was let go because he was difficult and problematic to deal with. We find that he effectively saved the company upon his return and left an impact that can never be forgotten. Diversionary tactics have given Steve the freedom to project and project his divisive personality into an acceptable manner without his position as leader being compromised and without ever putting him in jeopardy again.

A new leadership style strategy plan:

A. Revision of Apple's leadership policies:

Steve Jobs stepped away from his position as CEO of Apple for 14 years. Steve was basically authoritarian in his leadership style. With the arrival of a new CEO, the leadership style and company leadership habits changed dramatically and radically. The period of Steve Jobs' administration was characterized by careful management, as everything was under his management and organization. It was a period that represented the height of enthusiasm and creativity, and Steve appreciated innovations to a very high degree. On the other hand, we find Cook as a leader who has followed the collaborative method in his management, as he is a wise leader whose top priorities are ideals. It is clear that this is a good thing, as Fortune magazine described Tim Cook as the greatest leader in the world in 2015, after the release of the Apple Watch, as this product is his biggest and greatest achievement. According to Lashinky and his statement in 2015 about Cook's popularity and that as a newly appointed CEO at the time, Apple's share price increased to \$ 126 from \$ 54, which made the market capitalization reach \$ 700 billion. In 2015, Bort highlighted Cook's inspiring leadership and the gratitude of the people within the company for making them better. Which raised the question about the administrative style used by Cook, which made him reap this great praise.

Despite some saying that Cook as a leader lacks Steve's vision, he was able to prove himself through his enthusiasm and charm, due to what Cook's leadership style was defined as democratic. The focus was on strengthening the consistency of the Apple group of companies with its employees and partners during Cook's tenure, and his tenure was not defined by large numbers of new ideas. He did not follow the autocratic leadership style of Steve Jobs. On the contrary, he focused on strengthening the participation and cooperation of the most talented executives within Apple. What Cook presented is a model of democratic management where priority is given to forming unity among business leaders before making decisions. In addition, at that time it was a significant departure from the previous detailed management within Apple. Cook was less concerned with operations and adopted a delegating style to his executive subordinates, which in turn led to a significantly less assertive leadership style. Apple was able to take advantage of this change away from Steve Jobs' strategy, as it saw it increase employee productivity and goodwill.

Cook's style of leadership is essentially situational, an approach that emphasizes the idea that leadership consists of helping and directing applied accordingly during each given circumstance. Cook serves as the leading coach for a team, developing their talent and putting his trust in them to focus on their own goals. Cook's circumstantial leadership became very clear when he spoke his mind and his clear refusal to violate security controls and endanger users and did not comply with the FBI's request to produce a phone that causes all of the aforementioned. By clarifying his opinion and with the help of the laws supporting him, he was able to make his position a success.

Cook has been described by Galloway as managing by exception, a transactional master who uses constructive engagement to resolve disputes. By moving away from Steve Jobs' approach, Cook is aware of the shortcomings in Apple's offerings and has been advising consumers to compare products with Google and Microsoft so that they can make the right, informed decision in purchasing Apple products. Although Steve Jobs, relying on his motives, was able to transform, Cook cared more about the happiness of his employees and obtaining their loyalty, as well as with customers. The nature of Cook's dealings makes him less focused on achievement and instead passionately focused on the current structure of the company.

B. Apple's transactional leadership:

Transactional leadership depends on the process of sharing information between the leader and his subordinates, whereby each of the subordinates implements the will of management and its directives. Leaders reward followers' contributions positively. Therefore, the reward is the baseline, which can be negative, such as disciplinary sanctions in the event of non-compliance of followers, and may be positive and constructive, such as praise and appreciation when followers strive towards the goal of the leader, implement his directives, and achieve this goal. We find that transactional leadership seeks to maintain unity rather than progress within the organization through frequent social and economic exchange that achieves goals specific to leaders and their supporters.

According to Robin, transactional leadership is closely related to job performance, either by providing incentives and favorable rewards to achieve specific expectations or negative evaluations when failing to achieve and reach the desired goals. More positive rewards and incentives are offered when superior performance is presented by employees who get tangible results from the satisfaction of the bosses as well as job development. Leaders and bosses use both incentives and punishments to motivate employees and

effectively transform the leader dynamic into a business transaction. Premack (2009) argues that seeking opportunities to improve targeted participation is a vital leadership role, and this can be spurred on by working to improve individual outcome expectations as well as self-efficacy.

Transactional leadership, we find it an effective and feasible way that works to enhance the dedication provided by the subordinates within Apple, through the explanations that are provided to the employees of the company about how the goals of a job are achieved, as well as what are the benefits that the leaders will gain upon achieving the goal and then encourage them I have more dedication to make greater contributions that enhance the efficiency of the company and its services.

C. Departmental communication plan:

Technology and communication do not have to be mutually exclusive. With the development of digital communication, technology can also aid in communication skills by assisting people in learning written communication for a range of audiences. Since technology is now prevalent in the majority of professional work environments, employees and supervisors must learn how to communicate in person during meetings and other daily job activities while also being informed of any business updates via email or digital sharing. Printed memos are now frequently replaced by employee newsletters or publicly accessible blog posts on the company website. It's important that people understand the value of emailing because it's frequently thought of as being just as important as telephones as a form of communication.

It's time to use new tactics in 2021 that will aid in the creation of your internal relations strategy as well as the communication, involvement, and motivation of your staff. The best practices for internal communication listed below will help Apple reach this objective.

- Develop communication strategies and plans.
- Using a business chat application like Slack, Microsoft Teams, or Google Hangouts.
- Utilizing cloud computing such as Google Drive whenever possible.
- utilizing a single platform for all of your calendars, papers, and email (e.g. Google, Apple, Microsoft)
- Utilizing digital signs to replace email overload with visual messages.

D. Leadership and networking:

The majority of people concur that networking, or building a network of personal contacts who can offer guidance, input, insight, and resources, is a crucial activity for aspirant executives. In actuality, it is a requirement even for individuals who are only interested in performing their current professions well. Others find this reality to be disagreeable. They believe that while working across networks, emphasizing "who you know" rather than "what you know" is a hypocritical and potentially dishonest strategy to accomplish goals. For individuals who understand that networking is a legitimate and important part of their careers, the payoff might be demoralizing if they are doing it insufficiently.

An effective leader understands the value of networking. Therefore, every approach for leadership development should entail building, overseeing, and interacting with a professional network. One of the most useful tools at a leader's disposal is their professional network because it can be used to identify job opportunities, build a strong team, foresee cultural shifts, and stay abreast of market trends.

For the reasons listed below, a leader may use networks (Harvard, 2019):

- To Find Career Possibilities
- To foresee strategic change inside their organization
- Developing their Teams
- To stay abreast of developments in their industry

Conclusion:

I was struck by one particular leadership approach that Jobs employed for his team and thought it would be applicable to my current workplace. I believe the capacity to produce outstanding products was built on the core leadership's ability to work together synergistically and was concentrated on a straightforward idea in an environment that I would suppose was comparable to a "think tank" that is highly inventive and eccentric. In an interview with Brent Schlender in 2004, Jobs provided a more detailed explanation of his management philosophy, stating, "My model of management is the Beatles. As an answer, I contend that one of the Beatles' core members held the other members in check by preventing them from wandering into their destructive impulses. Before they split up, they had never accomplished anything as well. The energy, he continues, was sustained by the chemistry of a small, efficient community, which was larger than the sum of its parts (Schlender, B., 2012). This "Beatles Business Model" was built on the fundamental idea of balancing one another and working together; this straightforward process can be used to one's leadership brand. The stage is set with a simple but powerful brand that is easy to understand, serves as a business metaphor, and can be deployed with little advance planning and further assistance when a team is assembled that is familiar with this model for operations and interpersonal professional partnerships. I anticipate that employing a simple and relevant model will lead to the development of a motivated team dynamic that respects one another and is able to solve proactive problems without concern for reprisal; when a team has these components, progress and improvements are endless.

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