Steve Jobs Research

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# Discussion: Steve Jobs

My leader of choice for the project is none other than Steve Jobs. He was called one of the most inspirational leaders in Silicon Valley by CEO of Intel, Andy Grove. Jobs was never an easy man to work with. In most circles, he is remembered as a control freak, with an uncanny knack for forecasting the market trends and then moving the product accordingly. It was his efforts and his efforts alone that made Apple make a name for themselves in the market by featuring them as a must-have product (Isaacson, 2012).

No one can ever forget how the legendary Steve duo from “Apple Computers” would revolutionize the world of personal computers, starting with the first and only Apple I. The other “Steve” was a lord of all things technical at Apple, Jobs’ expertise primarily lay in marketing products and judge the needs of the consumer and provide it to them in a manner that was always timely. He not only took part in the manufacturing process of products that could single-handedly change the face of technological advancement as we know it, but he also told the general public himself what the product could do and why they need it in their life (Yun, Jung, & Yigitcanlar, 2018).

If one looks back to 2007, to the very first conferences that introduced the iPhones, the first thing he did before unveiling the iPhone was explaining why the market needed a phone with a collapsible keyboard and why none of the products available could just cut it for them. His manner of convincing the people and making room for a product in the market when other products can do the same job was unreal. It was his leadership that made Apple shine (Sharma & Grant, 2011).

The man was legendary in his approach and careful in his appraisal. He called the people he surrounded himself with the crazy-misfits, and ever since then, every misfit is proud to be a part of the “Crazy ones” generation.

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# Discussion: Organizational Structure at Three Levels

Organizational culture is a system that informs employees coming into the organization regarding what behavior is considered appropriate and inappropriate in the workplace. This culture is largely invisible to the individuals that become part of this culture. However, it impacts all employees, the way they think, the way they see behave and the way they observe individual patterns within the workplace which has an impact on how they carry themselves while at work. It is company culture alone that allows employees to dress more casually in certain workplaces, while asks them to observe formal dress code in others (Taylor, Suminski, Das, Paxton, & Craig, 2018).

Some aspects of the organizational culture are visible to us, while there are others that do not lie in plain sight. Three of these aspects are called Assumption, Values, and Artifacts. **Assumptions** lie just below our basic awareness of a particular situation. They reflect the various nuances of human behavior, nature, and their ultimate reality. This is followed by the next aspect i.e. **Value**. Value are the shared principles, goals, and standards of the organizational culture that drive the workplace and motivates employees to go out of their comfort zone to achieve certain goals. Finally, **artifacts** can be seen as a visible aspect of the company culture. It is tangible and is the one that is deeply affected by the physical environment of the workplace (Dimitrov, 2013).

For instance, the notion that employees that are satisfied with their jobs are more productive can be called an assumption. This assumption can easily be translated as a value held dear by the company culture, which brings high-quality relationships, social equality, and workplace efficiency into question. Finally, this may lead employees to obtain artifacts such as open-door policies, flexible timing and company picnics (Mansfield, 2018).

# References

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