Leadership at Apple Inc.

Name of student

Name of institution

Apple Inc. was the first company to introduce personal computers and now the company I involved in making mobile phones and other related products. The vision of company states that its will continue making great products by innovation (E.Aimiuwu, 2013). The company wants to own and control major technologies used by most of its products. Company wants to focus on a small number of projects which will really result in some meaningful outcomes. All our groups help each other in a way that no other company can match. There is a strong set of values that drive the company and it will continue to prosper.

 There are three main aspects of this vision statement which are related to leadership of company. First is the innovation which is basically forced by the leadership. In the company, all employees can give their ideas regarding changes in any product. These ideas are put in practice by the company to bring any improvements in their products. This is called participative leadership which includes all people in the company. The second aspect is the self sufficiency of company, the leaders see that it may be difficult or costly for the company to manufacture a product if some parts have to be taken from other companies, and thus, the leadership has decided to take control of all the important parts used in its products.

 The leadership at apple wants to keep all people involved. If these employees do not follow the normal procedure in the company, there may be several problems for company. Company will not be able to innovate because there will be poor coordination between employees and leaders. If some employees do not listen to their seniors, company will not be able to produce all the required components for its products. Expansion is one of the most important aspect related to company and if the employees do not follow the leadership, correct and adequate expansion decisions cannot be taken (H.Yu, 2013).

 Company is focusing on a small number of projects so that it can work profitably. The followers can play a vital role in decision-making and goal setting because they will be at the front end of processes. They will be in a better position to see the trends in consumer behaviors. If they are motivated, they will communicate these changes to their leaders. Ease of communication will play a vital role in this regard which is an important part of participative leadership undertaken by the company. Employees will be allowed to present directly in front of their leaders during meetings.

 If company follows only top-down communication, it will affect followers negatively because they will have no option other than following commands. Two way communication will positively affect them because their suggestions will reach top management and will be implemented. This will increase the motivation in employees because they will feel important in organizational decision making.

 In my opinion, company has to continue its current practices regarding leadership. Innovation has been the key to success for company and it has been made possible by proper coordination between leaders and followers. Sales and its growth must be used as performance measure whereas the number of valid ideas presented should be used as performance measure of individuals. This is especially true for people working in departments related to product development and software development. Company should choose leaders who have similar stance of leadership which will include the followers in decision making and other important aspects. Effective team work is another criteria that can be used to measure performance of individuals. Those playing an effective part in teams will be considered high performers whereas those who have not been able to work well with teams, will be trained to improve their skills.

# **References**

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