

Organizational change

Name

Institution

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When Steve Jobs died, the product line of Apple has been subjected to sharp scrutiny from the customers, employees, investors, and even the media. Progressively, the company has been coated with complaints that it no longer actually innovates. The real issue is that Apple has failed to invent new category products and instead it currently settles for defending the present products and updating them. This has denied the customers an opportunity to explore new products as per the advancing technology.

According to Oremus (2013), Apple investors, employees, and potential clients have grown accustomed to watching the firm unveil striking new products with amazing fanfare. However, since the iPad introduction, none of the breakthrough products that the company is said to be working on have been successful. However, a positive impact has been shown on the side of investors; for all his brightness at designing products, Jobs showed limited interest in glad-handling with the investors and partners. In contrast, the company has appeared more open under Tim Cook as a result of orchestrated meetings and trips aimed at appealing the diverse factions like employees, consumers, and politicians who are interested in Apple.

How Tim Cook's leadership might change Apple

While both Jobs and Tim Cooks have been praised for their hard-driving passions, Cook is perceived as one who is easier to work with. Jobs was notoriously known for chewing out or firing employees but Cook's forging consensus is a better way to see the company move forward. Cook's leadership will change Apple in a positive way even though it might take some time before people get to realize it. For instance, in May last year, Cook traveled to Washington

to convene with congressional leaders to unlock communication lines that were most closed in previous years. This is a promising feature that might create good relationships with other companies for partnership and develop a stronger interest in policies in future (Oremus, 2013).

Reference

Oremus, W. (2013). How Apple Has Changed Since Steve Jobs Died—and How It Hasn't.

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