

Organizational Culture: Apple

Corporate culture of Apple plays an important role in efficiently maintaining its operations on the global scale with 132,000 full-time equivalent employees. Apple organizational culture used to have a reputation of being harsh, demanding and intimidating under the leadership of founder and late CEO Steve Jobs. However, it can be argued that since assuming the top leadership position in 2011, Tim Cook has invested considerable efforts towards 'humanising' the brand. Specifically, unlike his predecessor, Tim Cook has spoken out about human rights, privacy, immigration reform and environmental issues.

Apple organizational culture integrates the following important features:

- 1. Creativity and innovativeness.** Apple pursues the business strategy of product differentiation with the focus on the design and functionality of products and services. An effective implementation of this strategy in practice requires a high level of creativity and innovativeness from employees at all levels. Accordingly, in order to encourage their employees to be more creative and innovative, the company attempts to develop a relevant working environment. Creative design of Apple Campus, informal dress codes and creatively designed working space can be mentioned to illustrate this point.
- 2. Working under pressure.** Ability to work under pressure is a must-have skill for Apple employees at all levels. Most projects have strict and challenging deadlines and working long hours is a norm in the company. CEO Tim Cook sets an example in terms of his loyalty to the company and working long hours. He is known for sending emails to employees at 4:30 am. Moreover, Sunday is a work night for many managers at Apple because of the executive meeting the next day.
- 3. A high level of secrecy.** High level of secrecy is an important feature of Apple organizational culture. It has been noted that "Apple engineers, even senior engineers, have no idea what a final Apple product will look like until it is launched. The people who work on the software have no idea what the hardware is like, and the hardware guys have no idea of the software"
- 4. Focus on diversity and inclusion.** Apple attempts to integrate diversity and inclusion as a cornerstone of its organizational culture. The multinational technology company has a post of vice president for diversity and inclusion, currently held by Christie Smith.