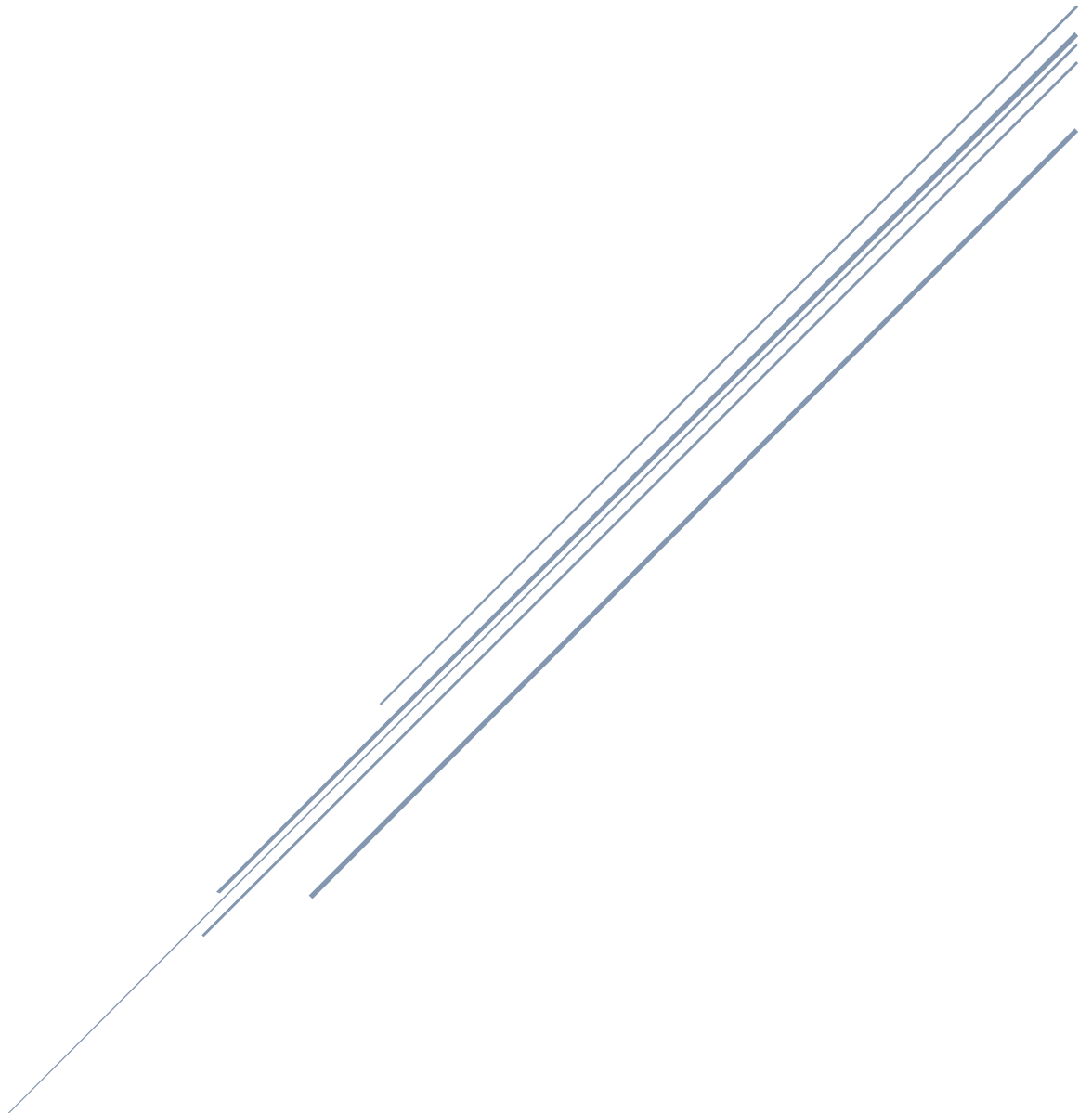


ROTTEN APPLE

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Apple is an increasingly huge company and still growing to this day, with lots of people support and cleverly schemed advertising iPhones are perfect for teenagers. Apple not only exceeds in capturing the hearts with its iPhone but also computers, tablets, smartwatches, and trying to take over the streaming service market. Apple however is too confident in that it will sue or slander another company who it deems as its rivals at the time. Apple will stop at nothing to gain sales even when clear proven problems with its products such as “bendgate” when the iPhone 6s metal would bend or warp Apple called it user error.

Apple charges more than its competitors because they can get away with it due to how popular the name “Apple” is. Compared to other smartphone manufacturers iPhones are not that great however all Apple products are integrated so if you are working on one task with your iPhone you can move over to the iPad and pick up where you left. Apple makes most of all the parts in house such as hardware, software, and processor so bugs and glitches are less likely to occur than competitors.

Apple's biggest advantage is that it has tons of loyal customers that will buy their products just because it is the latest and greatest many people get super invested owning iMac, a MacBook Pro, an iPad, an iPhone, and an Apple Watch and using subscription services Apple Music, News+, TV+, and iCloud. Apple is a company that started in the 70s it introduced the world to small personal computers like desktops and completely changed the technological world with a simple design that is still inspired today however originally sales were not so great due to other competition from other companies.

Due to the pandemic, there has been environmental changes, specifically in the business world especially Apple and how companies conduct their training programs for employees. Most companies have changed from in person training to virtual, and the pandemic opened opportunities for organizations and businesses to expand the instruction of employee training by being agile to technology.

The world has changed to be a more technology-based environment and businesses are expanding and become more accepting of technology and the benefits of it. Now more than ever, virtual interviews are being held, virtual training, virtual orientations, and even virtual/telework jobs are available. “I personally think the pandemic caused some good as far as change and growth, and I enjoy the opportunity to learn and grow with technology” (Dew,2022, p. 424). I am glad that more businesses are allowing virtual training and telework opportunities.

The pandemic has made a ton of environmental changes, especially now those who must work from home at Apple What is even more horrible is those companies who had to shut down completely. The companies that remand open had to shift gears and either provide some sort of social distancing or offer online services/ pick up.

Having a global mindset is the ability to be able to have an appreciation and respect for people with different backgrounds and cultures. It is almost impossible to conduct training in today’s multicultural organizations without having a global mindset. Having a global mindset means you can influence individuals, groups, organizations, and systems that are unlike their

own. Cultural Intelligence is being able to relate and work regardless of how diverse a situation or person is.

Intellectual capital is what the company is worth, how much skills the employees have, training, and any information that give the company an advantage over other companies.

“Intellectual capital can be used to drive sales, gain more customers, receive new products, and improve the business.” (Gstrein,2022, p. 6) It is pretty much the history of the employees’ skills, organizational process, and other necessary things that contribute to the company.

Both the employers and employees greatly benefit from psychological capital. Employees with high psychological capital tend to perform much better than employees who do not. It is in the best interest for employers to learn how to increase psychological so scores can rise, better morale for the team, and just generally a more pleasant time at work. Incentives should be done like paid time off, holidays off, and fun events.

Social capital is the network of connections and relationships between people that can make a person become more successful. “For example, if you want to start your own business it can be as if not already as important to have people backing you as a financial institution”

(Gstrein,2022, p. 7) Social capital can have a variety of positive such as better health, lower

crime rate and overall, a better community. Successful people normally surround themselves with other successful people and in turn build a community of successful people.

It is important for any individual to have all keys points. A person who has a global mindset will go far in having the ability to influence a vast majority of people. Intellectual capital is what the company has that other companies may lack like higher sales, more customer base, and newer and better products. When you are in a good head space your employees follow suit that is what it means to have high psychological capital. Lastly, social capital is all about connections and what people can do for each other.

Apple knows that customer focus and understanding is highly important in being a successful leader. Even with all that is going on the team must know that the customer is key to everything. I do like how you stated that all the competencies are important to be true leader you must exhibit all qualities. “Although we had contrasting opinions regarding shared leadership, I do respect yours, it can be a headache if leaders are not on the same page but that why communication is key.” (Vasylchenko, 2022, p. 46) I do agree that trust is earned, and misinformation can happen with multiple leaders around.

Apple has 90 plus associates in each of its stores so sometimes it is hard to appeal to some of them due to clashing personalities and beliefs. Apple needs to figure out what values as a company they will hold dear to keep not only customers happy but also those who work for them.

I consider myself very collaborative, I recently got a huge promotion at my job, and I have only been with this company a few years, so I still have a bunch of things to learn. I am the leader of a person who has been with the company 20 plus years, and we have worked together since the time I started and now I am their boss. “It was a bit of an adjustment for the two of us, but I come to them all the time if I need any help and I rely on their knowledge to help me solve difficult situations” (Albanna, 2022, p. 10090). This example is how I feel about Apple and Android.

Social media can be a blessing or sometimes a downright curse. Things do not always go as planned when a business tries to promote a brand to the public eye such as insulting jokes, horrible timing, and total errors which leads that company needed to apologies. “Fortunately, social media is always going so anything embarrassing normally passes and the next humiliating topic is covered” (Roggeveen,2022, p. 102967). Headlines do not really stay current for too long, so companies have time to fix errors and make sure mistakes do not happen next time.

I feel that leadership that model the way, inspire a shared vision, challenge the process, enable others to act, and lastly encourage the heart my biggest strength would be the ability to enable others to act. Even though I am a leader I love to make the people around me feel that their voice and beliefs are heard, it cannot and should not be me just barking orders and putting all the load on myself. My weakness is I do not challenge the process, sometimes I get too comfortable and get shocked when new things arise. It is hard for me to take risk if I know the current process is working just fine.

One of the most common stereotypes is that Android is for nerds, Androids are treated inferior to Apple products and never thought of as mainstream. Android are categorized to be more tough to use and slow while Apple is supposed to be simpler and less viruses. I feel like stereotypes are a poison and technology should be judged based on the individual. Living in the U.S. because of how diverse we all are it is critical we do not get stuck in a certain thought process and assumptions. Different cultures mean different practices, even within our own culture we as leaders all have unique styles of doing things. I think it has to do with how the team likes to operate, a great leader should know what practices will lead to success.

To conclude, companies like Apple need to be careful and make sure they appeal to a target audience without disrespecting or bashing another company. Apple needs to own up all the problems their devices have such as low-grade processors and the horrible touch bar in its top tier MacBook's. Apple has paved the way for most companies however maybe it's time to pass the torch.

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