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What to emulate in Apple's business and workplace management

American tech giant Apple's workplace management has been very effective in keeping employees happy and very productive.

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Published 3 days ago on November 16, 2018

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A look at a portion of Apple's (NASDAQ:AAPL) website in the [Inclusion and Diversity](#) you a lot that this is one company that takes pride in its diverse workforce. After all, that leads in the creation and production of innovative products should also have a diverse workforce from different cultures and backgrounds.

According to employee review site [Glassdoor](#), it seems that former and current employees of Apple for treating employees extremely well. According to the reviews posted on Glassdoor, the company pays pretty well for a lot of the positions, employees get perks like discounted products, there's a chance to work with really smart people, employees are rewarded "bashes" once in a while, and working at Apple can easily get people jobs elsewhere, and other benefits.

Employee happiness equals good business

According to a [study](#) conducted by economists at the University of Warwick, happiness leads to a 12 percent spike in productivity, while unhappy employees were 10 percent less productive. The researchers said that human happiness has a large effect on productivity and positive emotions invigorate human beings. One of the researchers of the study, Professor Andrew Oswald, said that companies who invest in employee support and satisfaction generate more productive workers. Moreover, the author of "The Happiness Advantage," Shawn Achor, discovered that a happy brain works better when that person feels positive. People tend to be more creative in solving problems, and workers become effective collaborators in reaching common goals.



Apple is known to be extra generous to its employees. (Photo by [Steve Nagata](#) via Wikimedia Commons. [CC BY 2.0](#))

Apple's workplace management and productivity

Given these facts, it's quite possible that apart from [creating cutting-edge products](#), Apple knows how to take good care of its workforce, and that could be a reflection in how the company properly runs its business and workplace management. Everyone is striving for the end goal of being the most innovative tech company out there. But how does the giant [do it](#)?

Promote inclusion

First, CEO Tim Cook is vocal on anti-immigrant steps. Because Apple is a global company, it wants to attract the best employees on its team as intelligence is good for business. According to Cook, business leaders should take an effort to "monopolize the world market." He also said, "I'd want every smart person coming to my country because smart people create jobs."

Support coding efforts

Next, Apple supports pro-coding initiatives as it wants the world to do coding. Tim Apple believes that code holds the key to our interactions; it's a way for the enterprise to express itself. Cook said, "Creativity is in the front seat; technology is in the back seat."

Listen to customer feedback

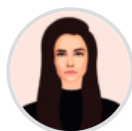
Another aspect of how Apple is doing its business is by listening to its customers. The company doesn't do focus groups when it comes to design and development. This is because of the Apple belief that customers do not know what they need until it is presented to them. However, what the company does is listen to feedback. Cook spends an hour every day to read customer emails.

Be authentic and engage

Lastly, Cook believes that company CEOs must be authentic and engaged with their employees. After all, running a business isn't just about revenues, profits, and shareholders.

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New York-based Anne Kings writes about humanities, and entertainment. Kings covers news and events in different industries and fields, but is particularly fond of anything that has to do with society, its trends and culture.

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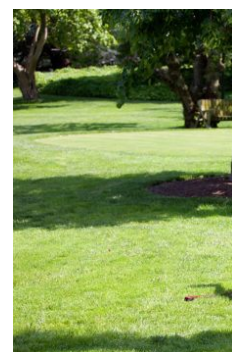
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