**Steve Jobs Discusses Apple’s Organizational Structure**

**Organizational structure, organizational culture, relationships**

Description:This video features part of an interview of the late Steve Jobs. The interviewer asks Steve Jobs about his role in Apple. Jobs claims that the major thing setting Apple off from others is its collaborative structure. He then goes on to describe what makes Apple so effective. For instance, there are no committees at Apple, and Jobs describes it as being organized like a startup. Everyone meets three hours once a week to talk about business. Teamwork is a very important part of what makes Apple’s culture so successful.

Please share your thoughts on the following issues as you watch part of an interview of the late Steve Jobs. The interviewer asks Steve Jobs about his role in Apple. Jobs claims that the major thing setting Apple off from others is its collaborative structure. He then goes on to describe what makes Apple so effective. *Use with:* *https://www.youtube.com/watch?v=spY-X01JbSs*

1. Describe Apple’s organizational culture? How does this impact the company’s success?
2. According to the video, would you argue that Apple has a centralized or a decentralized structure?
3. What type of organizational structure does Apple have—functional or multidivisional? Give reasons for your answer.
4. At the time this interview was filmed, what stage in the organizational life cycle does Apple appear to be in?
5. At the time this interview was filmed, what type of environment do you think Apple operated in—munificent, scarce, stable, or turbulent? Defend your answer.
6. What type of structural configuration has Apple adopted?