

Diversity in Apple

Apple takes diversity and inclusion seriously. Apple acknowledges that its employees are not the same and takes it as their greatest strength. Apple draws on these differences in who their employees are, how they think and what they have experienced. Because the company develops products that serve all people, they believe they must include everyone. Apple under the former chief executive officer (CEO) Steve Jobs was more focused on innovation and not diversity. However, his successor and current CEO, believes that innovation and diversity are closely associated. Therefore, over the past couple of years, the company has hired an inclusive and diverse workforce being made up of underrepresented minorities and women. Apple believes that inclusion and diversity is driving its progress over time and as they welcome new team members, the company's workforces is increasingly becoming more representative at all levels (Yaron, 2017).

Facts

- Apple won several awards for their inclusion and diversity
- Apple has diverse employees which earn it high scores across different culture categories therefore placing the company among the countries with more than 10000 diverse employees in the United States.

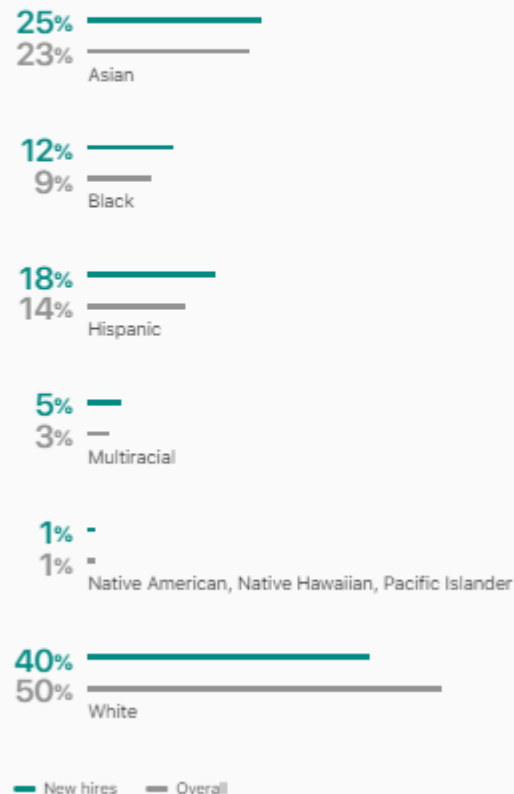


Potential Biases

1. Although the company continues to hire from groups that were historically underrepresented it has failed to create an inclusive and diverse structures. Apple's inclusion strategy could create competing factions within the organization that could lead to collaboration gaps therefore affecting productivity ("Inclusion & Diversity", 2020). Overtime, this could reduce stakeholder value.
2. Crucial decisions are made by the majority representations in the company's management.

Representation at Apple in the U.S.

Our new hires are even more diverse than our current employees.



Recommended Actions to Overcome Internal and External Attributions

Clearly, there is more to be done more than just equaling staffing numbers to create and sustain an inclusive corporate culture for an organization like Apple. A significant cultural change starts with building a new behavior paradigm and establishing a convincing call to action ("Inclusion & Diversity", 2020). The suggested actions to overcome internal and external attributions include;

1. Understanding the resistance. Human beings tend to evaluate other people and cultures based on the preconceptions that emanate from customs and standards of their culture. Therefore, the work of establishing an inclusive and diverse corporate culture can be difficult. Additionally, human beings are resistant to change thus they will create obstructions to resist and stall these programs. Apple should recognize these and avoid assuming that these challenges will be solved by hiring diverse teams.
2. Evaluating the company's executive team to determine whether or not it portrays inclusion and diversity. The composition of the executive team signifies the entire company's workforce and shows the organization's culture. It is therefore, important to have a diverse top management.
3. Promote an organization culture where everyone is welcome, heard and respected. Employees often quit their jobs if their uniqueness is not valued. Therefore, Apple should create an environment that connects the company to its people.
4. Apple should communicate its diversity policy clearly and regularly. A diversity policy states a company's values on workplace inclusivity and diversity. The company should clearly communicate their diversity policy and ensure it is implemented.

Reference

- Inclusion & Diversity. Apple. (2020). Retrieved 21 May 2020, from <https://www.apple.com/diversity/>.
- Yaron, S. (2017). Apple's Diversity Chief out after outcry. New York Post. Retrieved from <https://nypost.com/2017/11/17/apples-diversity-chief-lasts-just-six-months/>