

## **When Apple does not have Steve Jobs, Tim Cook can still make it.**

Steve Jobs passed away many years ago. Apple's business still goes well. It reflects that 56-year-old Tim Cook who came to replace Steve Jobs works successfully.

Tim Cook announcing himself as a gay has interesting leadership. The readers should use him as a role model for leadership development.

Tim Cook has several interesting leadership styles as follows.

- (1) The leader must be a risk-taker. This is very interesting. In my 3 Circles Theory, an essential competency is Entrepreneurial Competency. It is a necessary competency: decisiveness and risk management.
- (2) He concentrates on who he is talking to. This is very important. The leaders must attentively listen to other people's ideas.  
It is one of component is my 3L's Theory.
  - Learning from pain
  - Learning from experiences
  - Learning from listening
- (3) He has trust in people working for him. I think that this is very important. Besides the trust in our team members, we must empower them. We must be

good coaches and train them to learn and upgrade their work standard.

(4) Diversity is crucial. This matches my 3V's Theory.

-Value Added

-Value Creation

-Value Diversity

I am glad that Tim Cook emphasizes on diversity. It is time to conduct in-depth studies on Diversity.

(5) Be humble. When people are in high position, they must be humble. It may be useful if Trump can learn this from Tim Cook.

When several leaders work together, they should not think that they are important. They should honor other people. Then, they become the most important. According to Collins' "Good to Great" Book, the highest level is the level 5 leader who is the most humble.

(6) The leaders must accept that they can always make mistakes. Tim Cook is right. Good leaders must learn from mistakes. It is Growth Mindset Theory which helps the leader succeed from changing mindset. The leaders must be brave to accept truth that they made mistakes and learnt.

(7) The leaders must do what they can do well. This matches my Passion concept. We must do it because we love and have passion for it. I love it and lead to my PPM. Besides passion, we should do something with higher purpose and meaning.

There are more 5 items. (To be continued next week)



**Steve Jobs**



**Tim Cook**

*Prof. Dr. Chira Hongladarom*

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