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MOCK-UP

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Portfolio

Organizational Ethical Statement Analysis:

Apple Inc.

For every tech-company, nonprofit organization, or sales company a rationale is given in an attempt to maintain their integrity and illustrate how they conduct business. The list of reasons that display a company's intentionality, in or outside the workplace, is called a mission statement and can be considered a concrete explanation for an organization's overall purpose and existence. It is the foundation that establishes common goals and visions seen within a business entity so that it can be communicated to stakeholders. In regard to the workplace, a mission statement has the power to build community amongst employees boosting their engagement, morale, and productivity while keeping the company's main objectives intact. For customers, a mission statement summarizes the services available to them as well as ethical standings the organization tries to uphold while simultaneously providing a satisfying and compelling shopping experience. An organization's mission statement should provide information on moral perspectives and core values within their services so that customers know exactly what to expect and what is at stake if certain criteria are not met.

Referencing Apple Inc. and their mission statement, the company takes pride in the quality of products they sell all over the world. Some ethical values Apple holds in the highest regard are: accessibility, education, environment, inclusion, diversity, right to privacy, and

supplier fairness/ responsibility. Focusing on accessibility, Apple strives to create “easy-to-use” technology that consumers of all ages and cultures can enjoy while providing features that are adjustable and unique to the user. Reflecting upon education, Apple’s mission is to assist in “teaching and learning solutions to underserved schools across the country” (so far they have pledged \$100 million solutions to 114 undeserved schools across the country). They want to help implement “a process that provides planning, professional learning, and ongoing guidance so every school can experience the transformational power of technology” (Apple Inc., p.1, 2021).

An important ethical position taken up by the company can be found in their “Apple Supplier Code of Conduct” mission statement where they detail the social and environmental responsibilities they work to maintain. It includes employee ethical codes of conduct to ensure that their employees are treated respectfully and fair while developing Apple products. They focus heavily on their honorable and legal obligations to outline their expectations for supplier conduct in reference to: human rights and labor; environmental factors; ethics and management practices. Within their statement Apple imparts that they are “committed to the highest standards of social and environmental responsibility and ethical conduct. Their suppliers are required to provide safe working conditions; treat workers with dignity and respect; act fairly and ethically; and use environmentally responsible practices wherever they make products or perform services for Apple” (Apple Inc., p.1, 2021).

Relating to their technical mission, Apple views its ethical responsibilities as strict, immovable constructs that make up the core foundation of what they want to symbolize. It is clear, evaluating their mission statement, that Apple focuses on the controllable from inside their company in order to satisfy customers on the outside. This helps them provide their best services

and products. Business entities whether they are in tech, nonprofit, or sales organizations give reasoning behind their purpose for existing in an attempt to illustrate how they conduct business and maintain their sense of integrity. If done successfully, it can exhibit the common goal and vision seen within an organization and enable their philosophies to reach employees and customers all over the world.

References

Apple Inc. Mission & Vision Statement. (2021). Retrieved from: <https://www.apple.com/supplier-responsibility/pdf/Apple-Supplier-Code-of-Conduct-January.pdf>