**Chapter 10**

**Steve Jobs on Organizational Structure**

Apple’s iconic late founder Steve Jobs discusses Apple’s unique approach to structure.

*Use with*: <https://www.youtube.com/watch?v=xcTtQ0hiHbE> (2:26)

1. What did Steve Jobs mean when he said that Apple is “organized like a startup?”
2. How did Jobs describe his daily routine?
3. What connections do you see between Apple’s structure and its strategy?
4. Could Apple’s structure be effective in other organizations? Explain.