

# APPLE INC – CEO JOB SCORECARD (2036 READY)

## Mission for Role

Build Apple into the world's most adaptive, AI-native, and trusted technology ecosystem, continuously redefining how technology enhances human life while sustaining premium valuation through intelligent growth, trust, and resilience.

## Accountabilities & Metrics

### 1. Adaptive Growth

Revenue growth vs peers; % revenue from new categories; ecosystem expansion

### 2. AI Leverage & Innovation

% AI-enabled products; revenue per employee; product iteration speed

### 3. Customer Trust & Experience

NPS; privacy leadership; customer lifetime value

### 4. Talent & Organization

Internal mobility; reskilling speed; engagement index

### 5. Financial Quality & Resilience

Free cash flow; margin stability; operational resilience

## Competencies

- Systems Thinking (architect mindset)
- AI-Native Leadership
- Adaptive Strategy
- Product & Experience Obsession
- Talent & Culture Architect
- Trust & Ethical Leadership
- Decisiveness Under Uncertainty

## General Comments

Strengths: \_\_\_\_\_

Risks: \_\_\_\_\_

Valuation Impact: \_\_\_\_\_