

Listen to one of the highest paid executives at Apple to share the secret of success at work

Angela Ahrendts is not a strange name in global business leaders.

When former Apple retail manager Angela Ahrendts started working for the technology giant in 2014, she learned one of the most important lessons of her career - especially for 100 days. First receive the job. It is a lesson of understanding, knowing where your strengths lie and how to apply it to your work effectively, even if it is an entirely new field position that you have never been before. past experience.

According to Angela Ahrendts, this is the core factor that makes any success in work, and she will pass on this secret to her children.

1. All in all, Satya Nadella - the architect of the Microsoft empire in the new era



Angela Ahrendts is one of the typical businesswomen

Angela Ahrendts (born June 7, 1960) is not a strange name in global business leaders. Before taking on the important position at Apple, Angela Ahrendts had many years of experience in the fashion industry as CEO at Liz Claiborne, Donna Karan International and Burberry - fashion brands. famous. Moving to Apple was one of the difficult decisions of Angela Ahrendts's career. She wanted to have more precious experiences in a whole

new field with herself, while also having to worry a lot about the risks that might be encountered. "I often tell you, career development is like when we play surfing. The water pushes you away, and you will have to adapt to it. If you overpower the wave, you will gradually overcome. Dangerous and getting the admiring eyes of those who stand on the shore, success is the sweetness for those who dare to cope with challenges," Angela Ahrendts said in an interview on television.

1. 36 famous inspirational quotes that change lives

Ahrendts said that feeling of fear or insecurity when moving to a new job is a very normal human mentality, not to exclude outstanding individuals or the most experienced people. That feeling may not always disappear soon, but according to the CEO, better grasping your own strengths can give you the necessary assurance for step success. head.

Knowing your strengths and weaknesses will help you become stronger and more confident before every change. And finally, you will find that the challenges turned out to be an opportunity to help us achieve more important, greater success.

Ahrendts joined Burberry in January 2006 and took the position of CEO on July 1 of the same year, replacing Rose Marie Bravo. The value of her company during her tenure has increased from £ 2 billion to more than £ 7 billion. According to CNN Money's report, in 2012, Angela Ahrendts was the highest paid CEO in the UK with \$ 26.3 million.

1. Keeping the secret of owning a million-dollar technology company, CEO enters college to please his mother



During Angela Ahrendts' term, Burberry value increased from 2 to 5 billion USD

She left Burberry in October 2013 to join Apple Inc. as a member of the company's board of directors, holding the position of senior vice president for Apple retail and online store chains, fill in the space left by John Browett. In Cupertino, Angela Ahrendts is personally responsible for overseeing and providing strategic direction for retail chain stores both online and offline. Angela Ahrendts, in her Cupertino term, has always been on the list of Apple 's highest - paid executives. According to Apple's authorization documents released in January 2019, the total amount (both salary and regular) she received in 2018 was \$ 26.5 million, far higher than the \$ 15.7 million. that CEO Tim Cook received in the same year.

Earlier in 2017, the total amount Angela Ahrendts received from Apple was \$ 24.2 million, still nearly double that of Tim Cook's \$ 12.8 million and leaving all other executives like Luca. Maestri, Apple chief financial officer and Dan Riccio, the company's vice president of hardware engineering.

And of course, Angela Ahrendts's high salary, even surpassing the head of Apple, is not due to luck or anything. All are thanks to the successes, the lucrative contracts she brought to the company, as well as the wise decisions that helped Apple earn huge profits worth billions of dollars.

1. 10 things about Ma Huateng (Pony Ma), the founder of Tencent that you may not know



Angela Ahrendts is Apple 's highest - paid person, surpassing CEO Tim Cook

After successes at Apple, Angela Ahrendts decided to leave Cupertino to find a new challenge in April, exactly what she always wanted throughout her career.

Some statistics about the achievements that Angela Ahrendts has earned in her career:

1. 2000: New York Rising Stars 40 (category under 40)
2. 2010: Awarded an honorary doctorate at Ball State
3. 2010: CNBC: Best European business leader
4. 2010: Oracle: World Retailer Award, Excellent Leader Award
5. 2011: Honor Medal of St George's New York Association
6. 2011 Global Financial Times: Top 50 most powerful women in the business world
7. 2011: Become an Honorary Member of Shenkar University of Engineering and Design
8. 2013: Contribute to the BoF 500 list, fashion business
9. 2013: United Kingdom's Humanitarian Medal for outstanding enterprise-class contributions
10. 2013 (and 2010, 2011): Fortune's entrepreneur of the year
11. 2013: Ranked No. 4 on Fortune's most representative business executives list
12. 2013: Women's Financial Times: The outstanding face of the year
13. 2013 (also 2006, 2007, 2009, 2010, 2011, 2012): 100 most powerful women in the world according to Forbes
14. 2013: The 9th most powerful woman in the UK by BBC Radio 4 2014: Contributing to the list of the world's most innovative entrepreneurs according to Fast Company magazine's review.

15. 2014 (and 2007, 2008, 2011, 2012, 2013): 1 of 50 most powerful women in Fortune's business world

To be successful in a field has never been simple. But the path to success will be much less strenuous if you master the expertise, take advantage of opportunities and above all: Understand yourself.

Every challenge is a door to open new opportunities, wish you success on the way you will go!

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