

Leadership Theories using by Jeff Bezos

Module: Leadership and management, theory and practice

Assignment Title: Assessment 2 Group Presentation

Team Members / Main Content

- **Introduction**
- **Lyudmila Nikolova (1908690) Distributed and Skills Theory**
- **Vladislava Markova (1905517) Situational and Contingency Theory**
- **Zoya Danailova (1815751) Trait and Behavioural Theory**
- **Svetlana Grozeva (1809982) Transactional and Transformational Theory**
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Introduction

What is leadership and how Jeff Bezos use the Leadership theories to keep his business and life successful.

Distributed Leadership Theory

- Distributed leadership, as the phrase implies, is simply shared management.
- Distributed leadership empowers specialists on the front lines to accomplish their objectives without waiting for approval.
- Advantages

Skills Leadership Theory

- The skills approach to leadership is based on the concept that leadership requires particular talents, knowledge, and skills that can be acquired or improved.
- Individual traits and skills of the leader
- Leadership skills model

Situational Leadership Theory

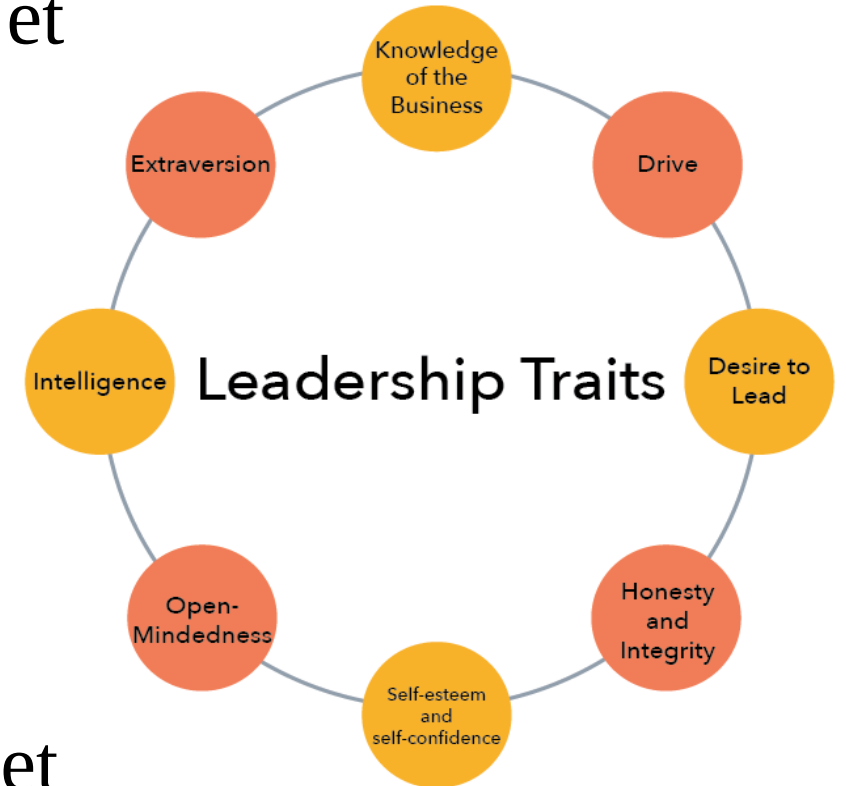
- ❑ There is no perfect leadership style (Graeff, 1983)
- ❑ The style of the leadership changes based on the situational context
- ❑ The leaders adapt and respond to the demands of the workers
- ❑ Leaders use participating techniques

Contingency Leadership Theory

- ❑ Focus on the situation of the leader (Waters, 2013)
- ❑ The effectiveness of a leader is contingent
- ❑ Failure to focus on the psychological situation of workers (Waters, 2013)
- ❑ A real-life example is Amazon's Founder Jeff Bezos (Cain, 2017 and Kantor and Streitfeld, 2015)

Trait Theory

- Leaders can either be born or made (Khan et al., 2017, p.249)
- Focuses on the character of a person viewed as a leader
- Similar to the Great Man theory (Organ, 1996)
- Amazon's founder Jeff Bezos (Gradinaru, et al. 2020)

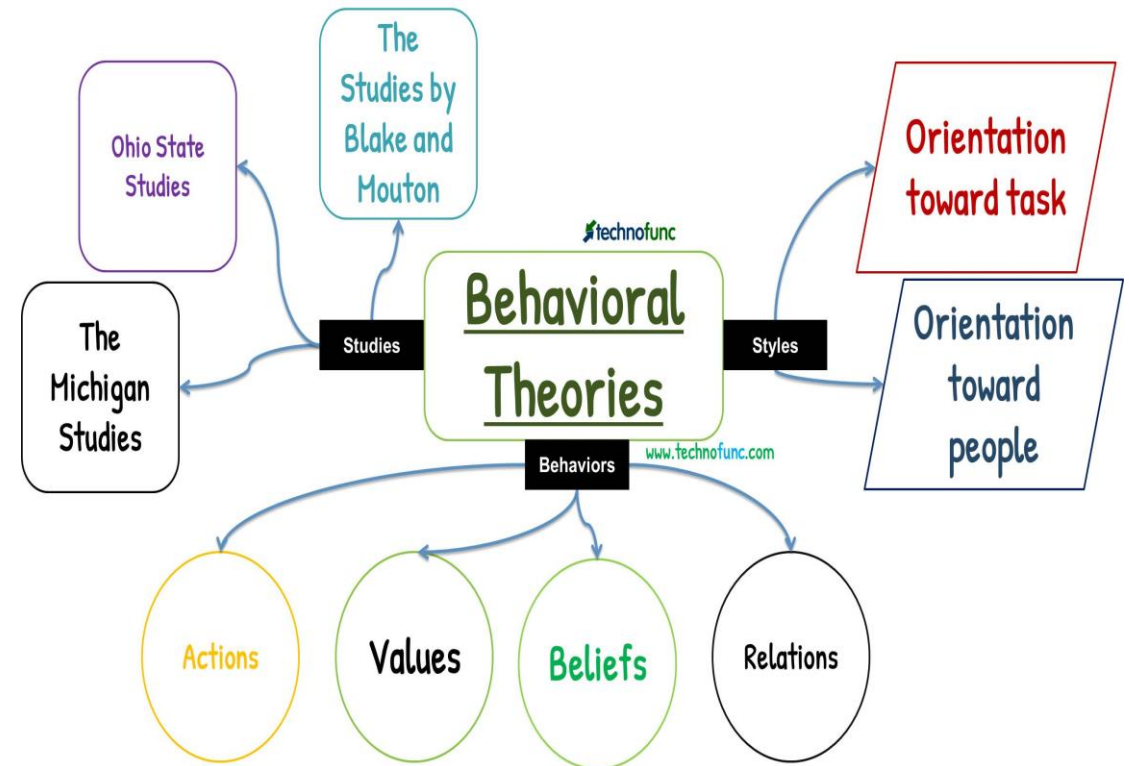


Behavioral Theories



Behavioral Theories of Leadership

- The behavioural theory postulates that a given behaviour separates a leader from a non-leader.
- The theory assume that leaders can be trained
- The goal of the theory is to develop leaders
- There is limited chance of generalising effective behaviour across organisations (Benmira and Agboola, 2021).



Transactional Theory

Leader to motivates their employee and staff members by providing:

- Staff monetary benefits
- Packages such as incentives, bonus, health care insurances, holiday packages such more. (Reza, 2019)

Transformational Theory

Leader is responsible for:

- Encouraging
- Motivating
- Innovate

from which it will help them to shape and grow the success of the company. (Bako, 2018)

Conclusion

Leadership style helps the individuals achieve organisational goals.

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