

JEFF BEZOS' LEADERSHIP STYLES AND EVALUATION OF THE EFFECTIVENESS OF HIS LEADERSHIP QUALITIES.



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Image 1. (Mitha, 2018)

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Introduction

This presentation will investigate what distinguished fragments of different leadership theories has Jeff Bezos implemented in his leadership approach in order to be a successful leader. What is more, Bezos' leadership qualities will be evaluated, and their effectiveness will be measured.

Who is Jeff Bezos?

**Businessman & Entrepreneur,
with Net Worth of \$174.4 B (Forbes.com,
2022)**

- Founder of Amazon
- Founder of Blue Origin
- Owner of Washington Post (Furgang, 2019)



Image Courtesy: (Partington & Elliott, 2018)

Leadership Trait Theory

- ❑ The theory suggest that individuals are born with or exhibit hereditary abilities and traits that make them suitable for leadership.
- ❑ Trait theory identifies and defines significant personality or behavioral traits that great leaders have in common (Irby, et al., 2013).



Image Courtesy: (White, 2018)

Jeff Bezos and the Leadership Trait Theory

- ☐ Emotional Stability
- ☐ Extraversion
- ☐ Conscientiousness
- ☐ Ambition
- ☐ Drive
- ☐ Self-confidence (Stone, 2013)



Image Courtesy: (Davies & Rushe, 2018)

Transformational leadership

❑ *What does the Theory say?*

- Transformational leadership is a concept, which involves motivating followers to make major changes in their behavior in order to accomplish the leader's vision or goals. (Armstrong, 2012, p.14)
- Transformational leadership is focuses on empowering employees to develop commitment, which will lead to achievement of the objectives of the organization and will create justice, trust and loyalty. (Lynch, 2012, p.2)
- There is four attributes of transformational leadership. (Western, 2008, p.110)

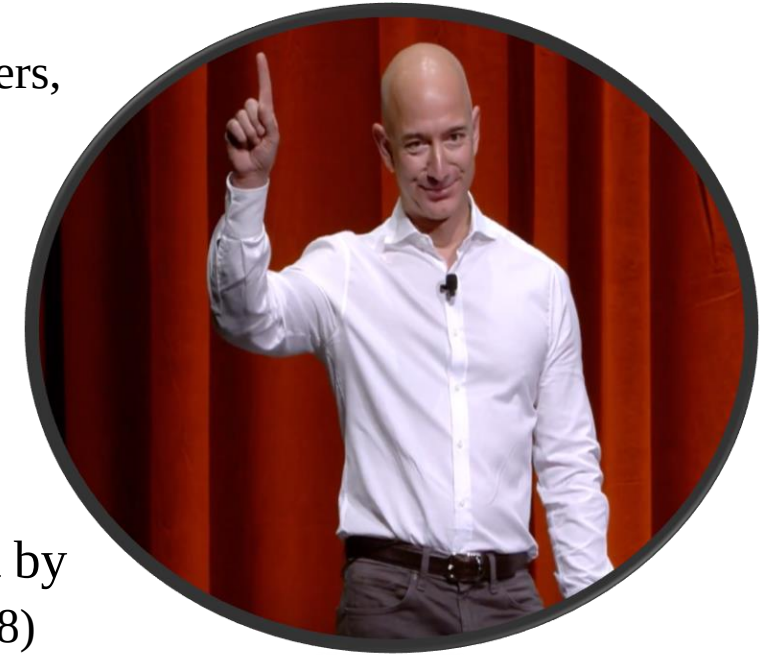


Image 2. (by Insperity Staff, 2019)

Transformational leadership

❑ *Jeff Bezos' transformational leadership style.*

- **Charisma** –similar to Bill Gates; Bezos' meaningful vision. (Rafi, 2018; Chambers, 2020; Topic insights, 2021)
- **Inspirational motivation** – He uses fear as a motivation; high expectations; empowering employees. (Topic insights, 2021; Umoh, 2018)
- **Intellectual stimulation**- Careful problem solving, Six-page written document by leaders of Amazon, putting all the ideas on the table. (Lynch, 2012, p.3; Rafi, 2018)
- **Individual consideration**- Amazon mentoring employees with a performance evaluation system known as Organization and Leadership Review in 2013. (Bass and Riggio, 2016, p.4; Michigan State University, 2021)



(Geek Wire, 2017)

Transactional leadership

❑ *What does the Theory say?*

- Most traditional leadership-follower relationships are transactional.
- The contract between employer and employee is mostly transactional.
- The transactional leader use contingent rewards to improve followers' job satisfaction, motivational level and organisational performance. (Armstrong, 2012, p.14; Humphrey, 2014)

❑ *Jeff Bezos' transactional leadership style.*

- Create sense of fairness
- Employees can see their impact on the business.
- Manage by expectation (Sata,2015)



Image 3.(pngwing, n.d)

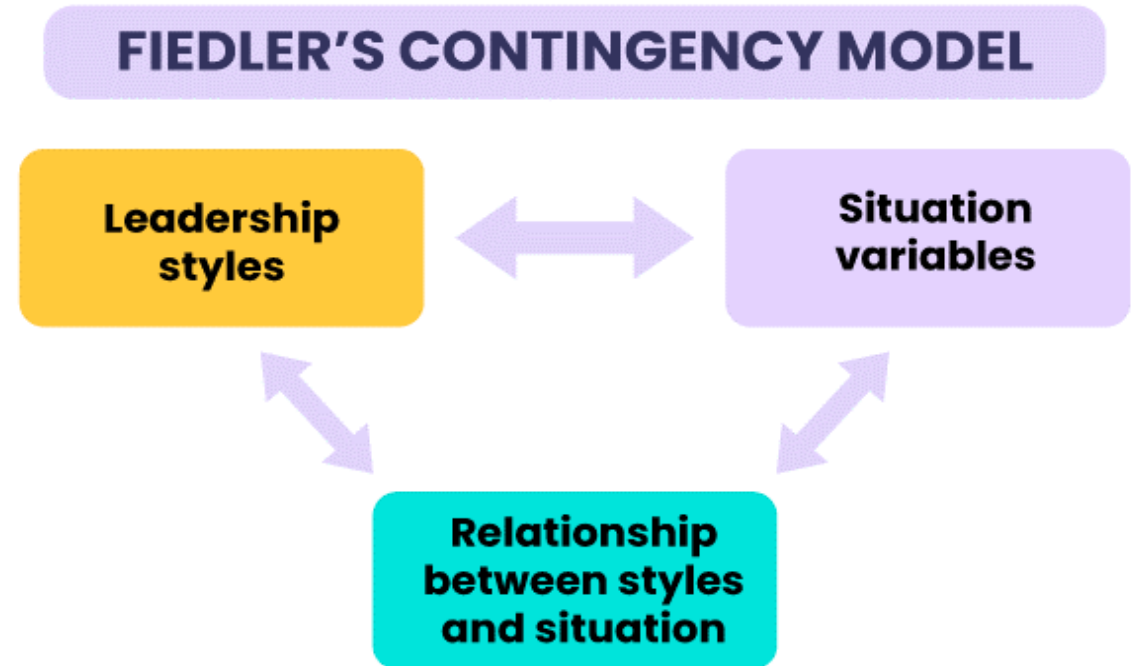
Contingency theory

(by Simona Mirela Mocanu)

Contingency Theory states that, **for a leader to be effective, their leadership style must fit the situation.**

Benefits of the approach

- Combining management
- Increasing management's ability
- Focusing on adaptability



Source: (Vidal, Rodríguez and Vivar, 2017)

Jeff Bezos' Leadership Style

Jeff Bezos - transformational leader

5 principles

1. Embracing failures as a learning opportunity
2. Replacing presentations with meeting memos
3. Exploring new opportunities, keep innovating
4. Using the two pizza team rule
5. Making the most important decisions early in the day



Jeff Bezos & Contingency Theory

- Leaders who have worked under Jeff Bezos have said that he often could be tough, ruthless, and unforgiving (Cain, 2017).
- Some could say this leadership style was appropriate for the company's early days, when it needed to solidify its place in a quickly growing market.
- The no-frills Bezos strategy is showing the power of another paradigm: pampering his 164 million subscribers, not his 56,000 staff, whereas other online businesses concentrate on a pleasant, easygoing culture for their workforce.

Jeff Bezos & Contingency Theory

- Introduce a novel & visionary business plan
- Assessed the needs of his followers
- Utilized various book stores such as Barnes & Noble for conducting interviews or investor meetings.

Evaluation of the effectiveness of Jeff Bezos leadership qualities

Overview of leadership qualities in “Jeff Bezos”

- By using the proper strategy provided by "Jeff Bezos" all the persons and the organization operate their activities with collaboration & integration
- Integrity is the most essential quality that every leader has.



Evaluation of the effectiveness of Jeff Bezos leadership qualities

Leadership Qualities

- Every leader has to be innovative to cope with the new market situation (Rosen et al, 2018)
- Honesty is the central quality for leaders and it is the core skill of leadership (Davis et al, 2020)
- Self-confidence is a critical leadership quality that influences "Jeff Bezos" to take a critical decision in a critical situation
- Every leader has to be a strong communicator to communicate with others in the marketplace (Bastas, 2019)



Evaluation of the effectiveness of Jeff Bezos leadership qualities

The Effectiveness of Leadership Qualities

- Leadership is the process to influence people on what is to be done (Grissom et al, 2019)
- The self-sacrificial works of "Jeff Bezos" bring benefits to the overall organization's performance.
- The effectiveness of leadership quality of "Jeff Bezos" depends on the self sacrifice (Robinson et al, 2019)



Conclusion

Jeff Bezos is an effective and capable leader, he reflects the qualities that he would like to see at his organisation by thinking outside the box and engaging in continuous learning while he is not afraid to take the risk and embrace changes, his e-commerce company Amazon is one of the most successful companies worldwide.



***THANK
YOU!***



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