

Transactional and **Transformational Theory for** **Amazon**

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INTRODUCTION

Leadership is the ability where a leader has a responsibility to guide and direct the group of people from which they can be able to achieve their set goals and targets. A great leader Jeff Bezos who is a leader of Amazon set the best living example of the transformational and transactional leadership style (Miller and Miller, 2020). The PowerPoint presentation slides illustrated the importance of leadership style and highlighted the transactional and transformational leadership theories of the Amazon.

The presentation

Leadership style is the method of directing the people and motivating them for achieving the set goals and targets. The Amazon follows two leadership theories which helps the company to grow and develop at successful manner.

Transactional leadership

Transactional leadership style refers as where the leader motivates their employee and staff members by providing them monetary benefits and packages such as incentives, bonus, health care insurances, holiday packages such more. The leader of Amazon also uses this leadership style to motivate their employee from which the employee can be able to feel satisfied and can put their best efforts in working which will provide the beneficial outcome to the Amazon (Reza, 2019). This leadership style helps the company to create a sense of fairness among the employee from where the employee focus on the working areas of the company and can deliver the beneficial results to the organization. Using this leadership style, the leader of Amazon can achieve the great success for the company.

Transformational leadership

Transformational leadership style defines where a leader is responsible for encouraging, motivating and innovate from which it will help them to shape and grow the success of the company. The leadership style has one particular purpose of motivating the employee so that they can feel satisfied and can deliver the effective results and outcome. The leader of Amazon follows and implement the transformational leadership style which helps them to increase the company productivity and growth efficiently (Bako, 2018). A leader of Amazon believes that

motivating the employee will enable the growth and development of the company and provide the self-satisfaction to the employee. Even, it also fosters the positive working environment with clear values and builds the company culture by encouraging the employee with definite manner. Implementing this form of leadership style allows the Amazon to increase their productivity by motivating the employee and staff people of the company. With the implementation and practising the transformational leadership style ensure that the employee needs a definite motivation and encouragement from which they can provide the better results.

CONCLUSION

The report has concluded the detailed about the leadership style and its theories which helps the individual to understand and implement at their organization from which they can be able to achieve their set goals and targets. It has included the focus on the transactional and transformational theory of leadership which has been utilized by the company from which they can be able to obtain the effective results and outcome.

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Books and Journals

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