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Impactful Business Leaders: 20th vs 21st Century

Course: BA Business Management

Module name: Leadership and Management Theory and Practice

Module Code: LCBB6003

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Submission Date: 28/07/2024

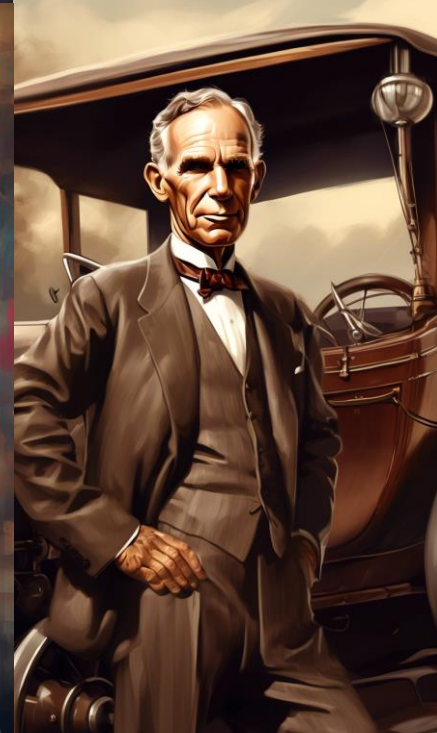
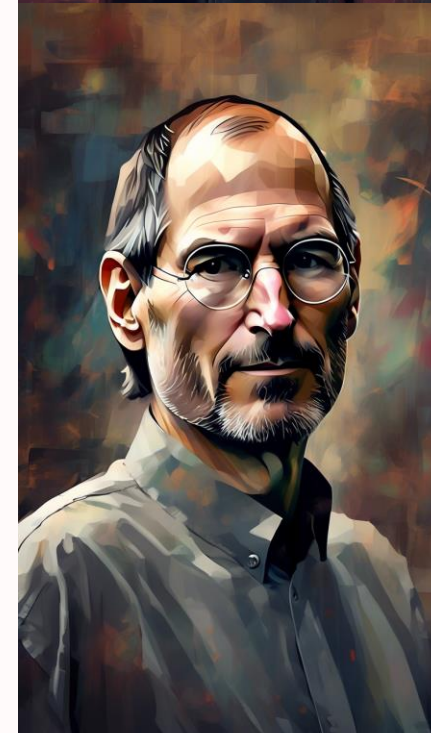
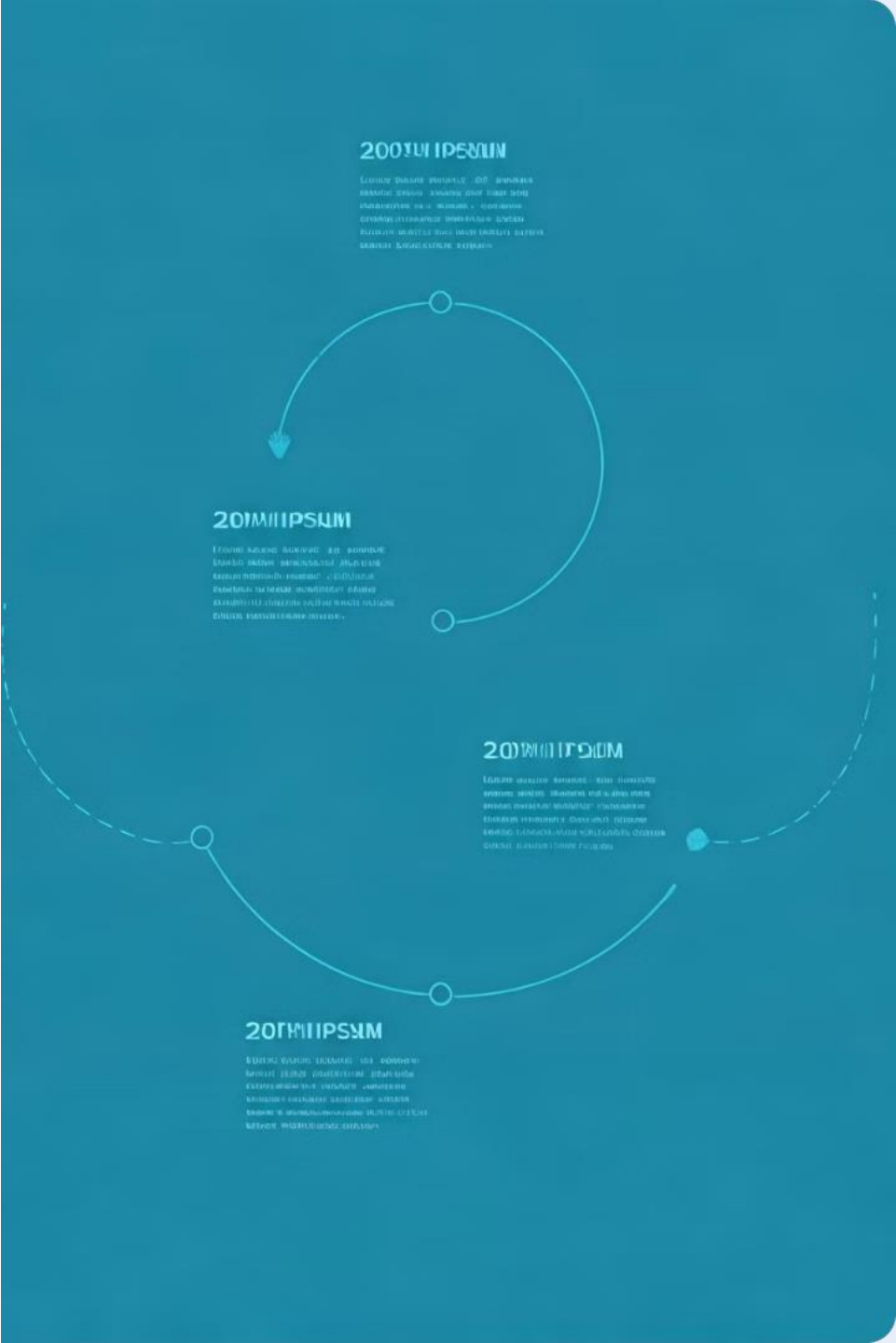


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Leaders of 20th Century

Leadership Style

Authoritative and visionary approaches dominated. Leaders often centralized decision-making. (Bass, 2008)

Leadership Behaviour

Hands-on management, direct communication, and strong personal involvement in operations. (Bass. 2008)

Followers Appeal

Charisma, technical expertise, and the ability to deliver revolutionary products attracted loyal followers. (Northouse,2015).

Henry Ford

1 Autocratic Leadership

Ford's top-down approach revolutionized manufacturing with the assembly line. (Bass, 2008)

2 Innovative Behavior

He constantly sought efficiency improvements and standardization in production. (Bass, 2008)

3 Worker-Centric Appeal

Ford's \$5 workday and focus on affordable cars garnered immense worker loyalty. (Bass, 2008)



Henry Ford: Pioneering the Automotive Industry

Assembly Line Innovation

Ford revolutionized manufacturing with the moving assembly line in 1913. This reduced the Model T's production time from 12 hours to 2.5 hours. (Bass, 2008)

\$5 Workday

In 1914, Ford introduced the \$5 workday, doubling wages. This move reduced turnover and increased productivity. (Bass, 2008)

Vertical Integration

Ford implemented vertical integration, controlling the entire production process. This strategy significantly reduced costs and improved efficiency. (Bass, 2008)

Steve Jobs



Visionary Leadership

Jobs' foresight in personal computing and mobile devices shaped entire industries. (Iszatt-White & Saunders, 2014).



Charismatic Behavior

His captivating product launches and attention to design inspired customers and employees. (Iszatt-White & Saunders, 2014).



Cult-Like Following

Apple's brand loyalty under Jobs' leadership became legendary in consumer electronics. (Iszatt-White & Saunders, 2014).



Steve Jobs: Revolutionizing the Tech World

1

Apple I (1976)

Jobs co-founded Apple and launched the Apple I, sparking the personal computer revolution. Initial valuation: \$5,309. (Iszatt-White & Saunders, 2014).

2

Macintosh (1984)

The Macintosh introduced the graphical user interface to the masses. Apple's valuation reached \$1.79 billion. (Bass, 2008; Northouse, 2015).

3

iPhone (2007)

The iPhone revolutionized mobile computing. Apple's market cap hit \$106.1 billion, surpassing Dell. (Bass, 2008; Northouse, 2015)

4

Legacy (2011)

At Jobs' passing, Apple's valuation was \$351 billion, making it the world's most valuable company. (Bass, 2008; Northouse, 2015)



Leaders of 21st Century

Aspect	Characteristics
Leadership Style	More collaborative, embracing diversity and global perspectives
Leadership Behaviour	Tech-savvy, socially conscious, focus on sustainability
Followers Appeal	Authenticity, social media presence, commitment to causes



Elon Musk

1

Disruptive Leadership

Musk challenges traditional industries with bold, futuristic visions.

2

Innovative Behavior

He pushes boundaries in electric vehicles, space travel, and renewable energy.

3

Tech Enthusiast Appeal

Musk's active social media presence and ambitious goals attract a devoted following.

Musk's Ambitious Ventures: Redefining Transportation and Energy



Tesla Gigafactory

The Gigafactory in Nevada cost \$5 billion and aims to produce 500,000 cars annually. It's key to Tesla's \$1 trillion valuation. (Stone, B. 2013)



SpaceX Starship

The fully reusable Starship could reduce space travel costs by 100 times. SpaceX's valuation hit \$100 billion in 2021. (Stone, B. 2013)



Solar City Integration

Tesla's \$2.6 billion acquisition of SolarCity in 2016 aimed to create a vertically integrated sustainable energy company. (Stone, B. 2013)



Oprah Winfrey

1

Transformational Leadership

Winfrey empowers her team and audience to reach their full potential.

2

Authentic Behavior

Her openness about personal struggles creates deep connections with followers.

3

Inspirational Appeal

Oprah's book club and philanthropy inspire millions to pursue self-improvement. .
(Northouse, P.,2015)



Oprah Winfrey: Transforming the Media Landscape

The Oprah Winfrey Show

Launched in 1986, it became the highest-rated talk show in television history. It ran for 25 years, reaching 40 million viewers weekly at its peak. (Western, S. 2008).

Harpo Productions

Founded in 1988, Harpo Productions allowed Oprah to own and produce her content. This move increased her control and profits significantly.

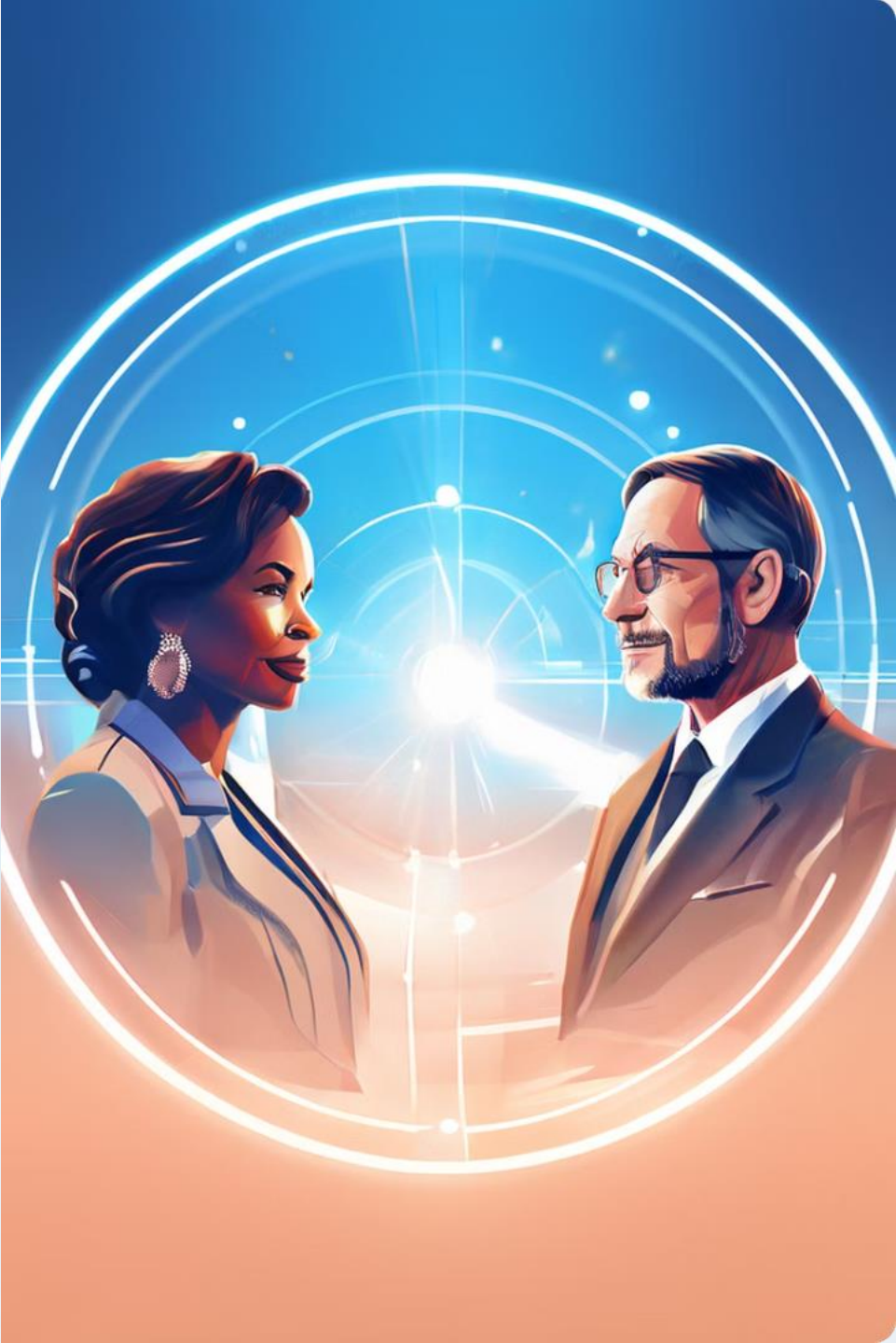
OWN Network

Launched in 2011, the Oprah Winfrey Network became the first and only network named for, and inspired by, a single iconic leader. (Western, S. 2008).

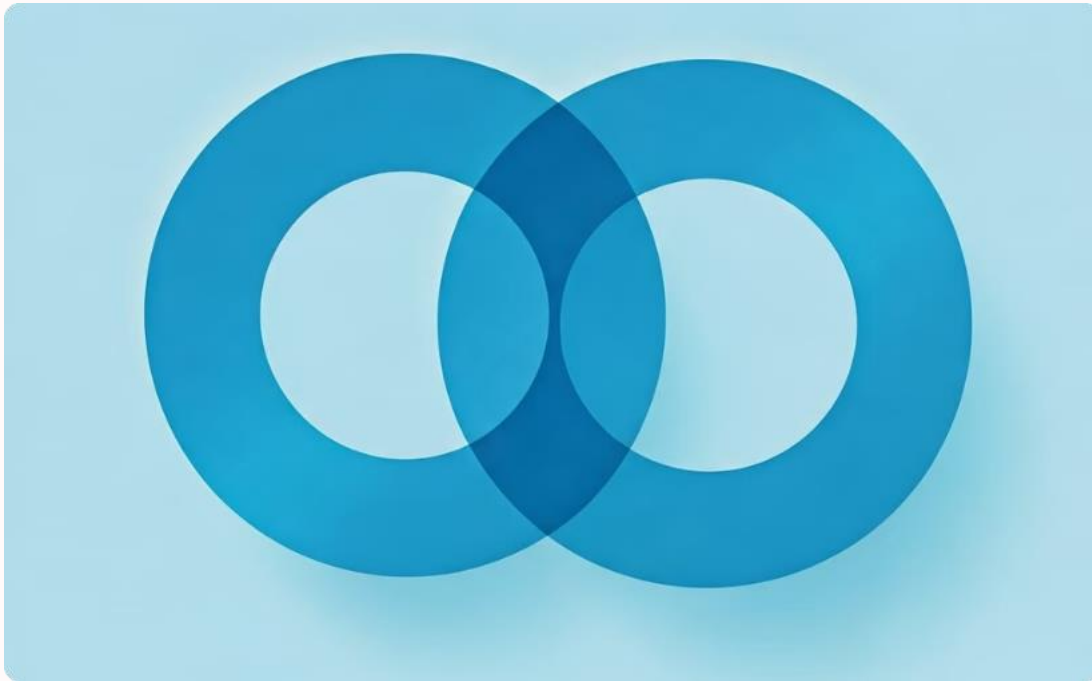
Comparative Leadership Impact: Ford, Winfrey, Jobs, and Musk

Leader	Peak Company Valuation	Industry Impact	Leadership Style
Henry Ford	\$199 billion (adjusted)	Mass production revolution	Authoritative innovator
Oprah Winfrey	\$3.5 billion (personal)	Media democratization	Empathetic influencer
Steve Jobs	\$3 trillion (Apple)	Tech user experience	Visionary perfectionist
Elon Musk	\$1 trillion (Tesla)	Multi-industry disruption	Bold risk-taker

(Iszatt-White & Saunders, 2014).



Comparative Analysis



Similarities

All leaders exhibit strong vision, innovation drive, and ability to inspire followers. (Northouse, 2015; Iszatt-White & Saunders, 2014).



Differences

21st-century leaders embrace more collaborative approaches and leverage social media effectively. (Bass, 2008; Northouse, 2015).



Conclusion

1

Evolving Leadership

Leadership styles have adapted to changing societal and technological landscapes.

2

Consistent Traits

Vision, innovation, and follower engagement remain crucial across generations.

3

Future Leaders

Tomorrow's leaders will likely blend traditional and modern approaches for maximum impact.

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- Any questions?

