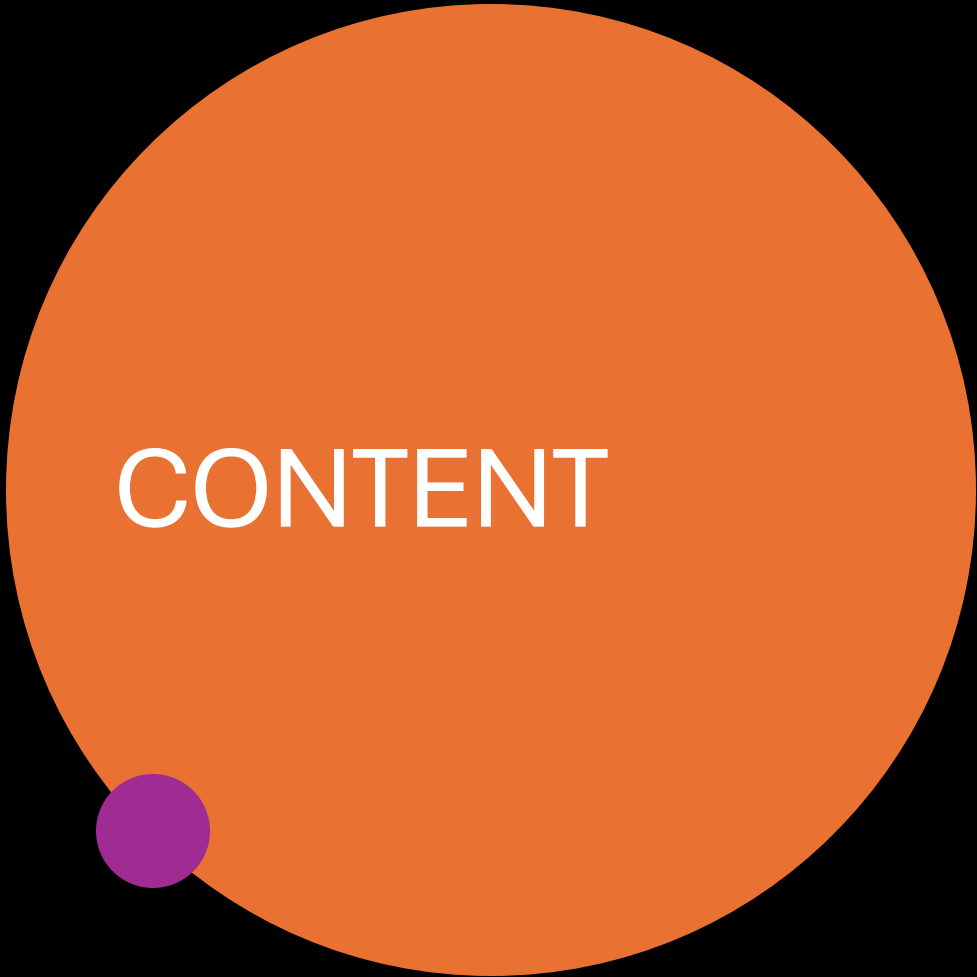


GROUP PRESENTATION IN LEADERSHIP THEORY



Prifysgol Cymru
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- MODULE CODE: LCBB6003
- LECTURER: DR.PIYUMIKA GAMAGE
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CONTENT

- HENRY FORD
- WALT DISNEY
- RICHARD BRANSON
- ELON MUSK
- COMPARASION AND EVALUATION
- CONCLUSION

HENRY FORD

(July 30, 1863 – April 7, 1947)

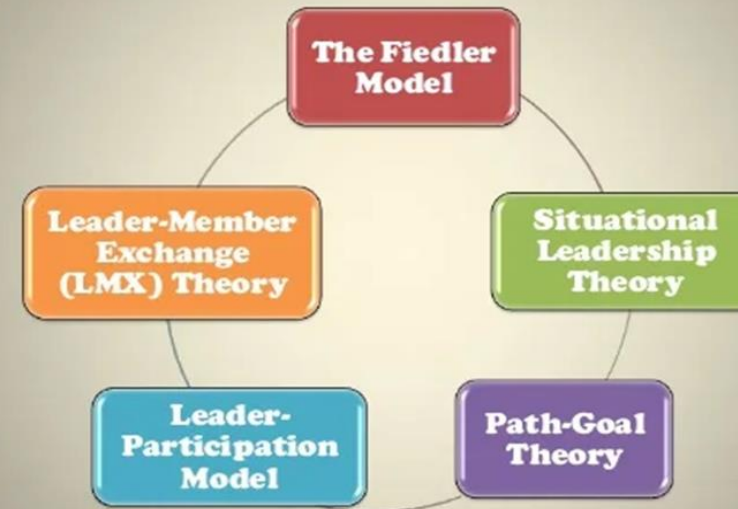
EMPATHY, DIVERSITY AND
INCLUSION



LEADERSHIP STYLE

- TRANSFORMATIVE
- COACH-PLAYER
- PPATERNAL
- AUTOCRATIC

CONTINGENCY THEORIES

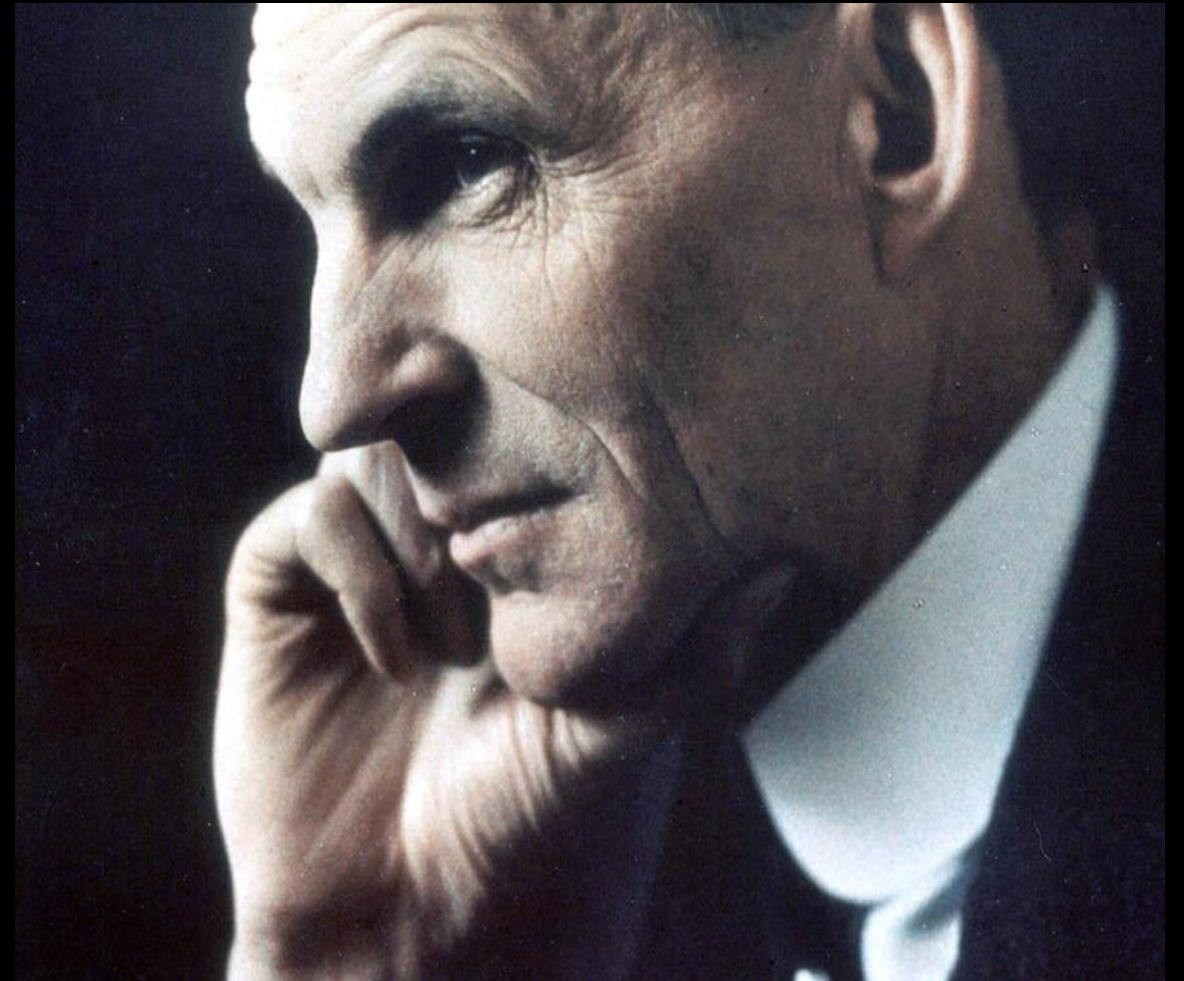


"Ford's leadership combined a fatherly concern for his workers' well-being with a relentless drive for efficiency and productivity, resulting in groundbreaking innovations but also a rigid, top-down management structure" Nevins & Hill, (1954).

PERSONAL TRAITS

"Personal traits, including the Big Five dimensions and additional characteristics like honesty, empathy, and resilience, are critical in predicting behaviour and life outcomes"

Roberts, Kuncel, Shiner, Caspi, & Goldberg, (2007).



You don't have to hold a position in order to be a leader.
- H. Ford (2022)

FOLLOWERS APPEAL



HISTORICAL
CONTEXT



ECONOMIC AND
BUSINESS
INFLUENCE



CULTURAL AND
SOCIAL IMPACT



MODERN LEGACY
AND IMPACT

"Followers' appeal is crucial for effective leadership, as it fosters trust, loyalty, and engagement among followers, thereby enhancing the leader's ability to achieve organizational goals" Kellerman,(2008).

WALT DISNEY

(05.12.1901 – 15.12.1966)

American entrepreneur, animator, voice actor, and film producer. He is widely regarded as a pioneer in the American animation industry and the creator of some of the most iconic characters and entertainment franchises in history.



If you can dream it, you can do it.
- Walt Disney

LEADERSHIP STYLE - TRANSFORMATIONAL

Hands on

Goal oriented

Sole decision making

Inspiring

Collaborative

Empathic

Transformational leadership is a style where leaders inspire and motivate followers to exceed their own self-interests for the good of the organization and to achieve extraordinary outcomes.

- Burns, J. M. (1978)



PERSONAL TRAITS

- Visioner
- Charismatic
- Innovative
- Family values
- Dreamer and doer
- Optimistic

A personality trait is a characteristic pattern of thinking, feeling, or behaving that tends to be consistent over time and across relevant situations. Soto, C. (2018)

FOLLOWERS APPEAL

- **Charitable Giving**

Disney has influenced society with its charitable works. It collaborates with national, local, and international NGOs to support various courses.

- **Supporting Local Economies**

Disney has promoted the growth of many local economies. It has created job opportunities and improved the utilization of local goods and services.

- **Encouraging Creativity and Imagination**

Disney doesn't just create movies. It shapes entire worlds. It promotes creativity and tells stories with an impact.

- **Reinforcing Positive Morals**

Disney movies are great for reinforcing positive morals, especially for kids.



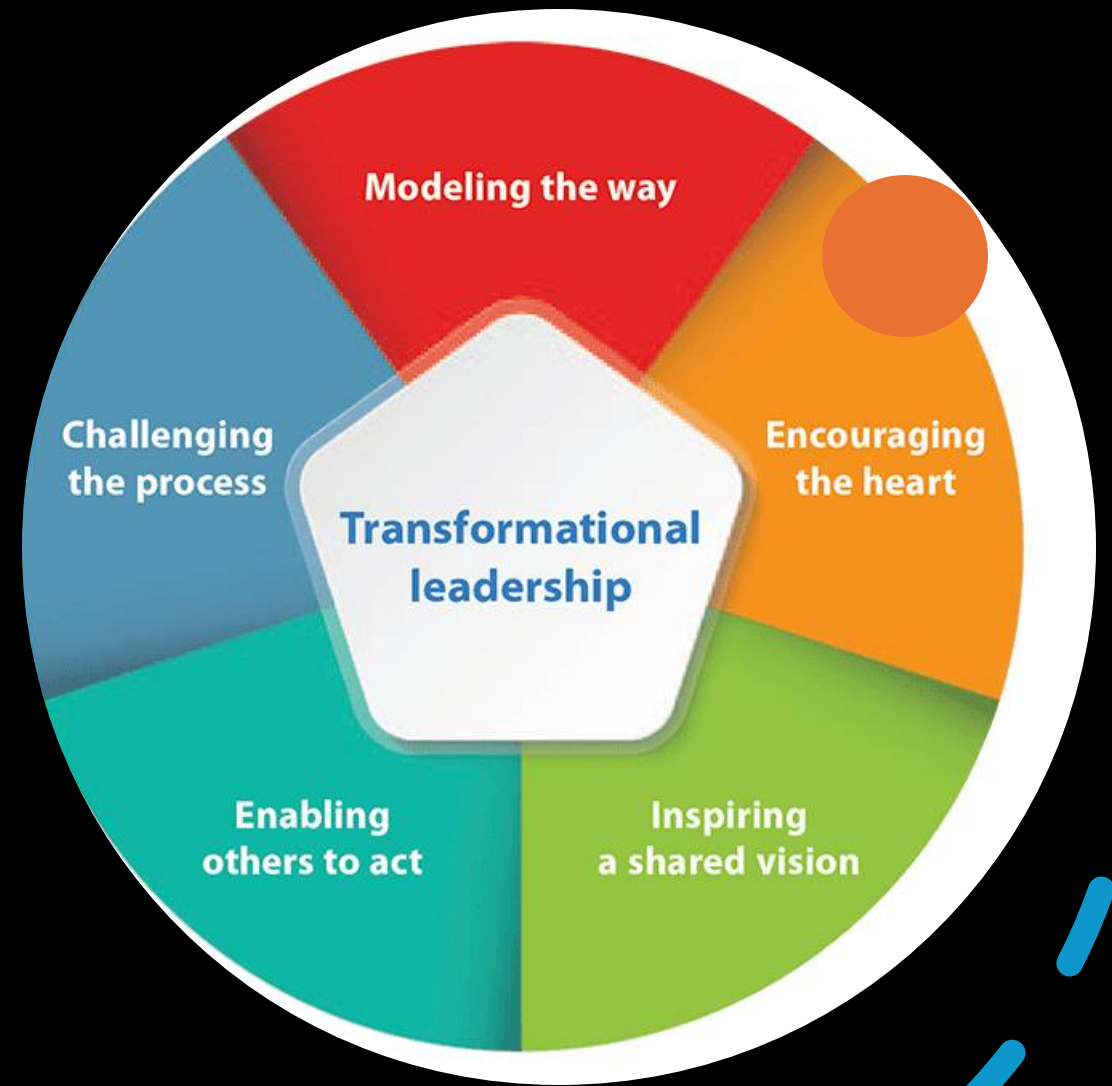
Richard Branson: An Iconic Business Leader

- Founder of Virgin Group
- Born on July 18, 1950, in London, England
- Known for his adventurous spirit and innovative business strategies
- Signed notable artists such as the Sex Pistols, Culture Club, the Rolling Stones and Genesis to the Virgin Records label.

"Communication is the most important skill any leader can possess."
- R. Branson

Leadership Style and Behavior

- Leadership Style: Transformational and Charismatic
- Key Behaviors:
- Encourages creativity and innovation
- Hands-on and approachable
- Risk-taker and visionary



"Transformational leadership inspires and motivates individuals to exceed their self-interests for the collective good."

- Bass, B. M. (1985)

Followers Appeal and Impact

- **Followers Appeal:**
 - Relatable and down-to-earth persona
 - Inspirational and motivational
 - Strong advocate for employee well-being
- **Impact:**
 - Pioneered customer-centric business models
 - Expanded Virgin brand globally
 - Promoted entrepreneurship and social responsibility



"Leaders don't create more followers, they create more leaders."

- Peters T. (2018)

Elon Musk's background and Leadership style



[Leadership style](#)

- Elon Musk was born in Pretoria in 1971
- Zip2 is the first company he launched
- He is also the founder and CEO of Tesla (Hearst Digital Media, 2024)
- His leadership style is Transformational Management Training and Development, 2024)
- Transformational leaders can play a vital role in achieving environmental sustainability (Sun et al, 2022)
- Such a leader develops environmentally friendly products (Sun et al, 2022)
- Tesla and SolarCity are Elon Musk's transforming renewable energy (Ian, 2024)

Elon Musk's leadership behaviour

“

Leaders are expected to **work harder** than those who report to them and always make sure that their needs are **taken care of** before yours.



The Leader



Transformational leadership is visionary thinking and relationship-oriented (Rizvi (2024), Aim Media House LLC, 2024)



Musk set high expectations and standards for himself and his team



Empower the team by giving them responsibilities and autonomy to solve a problem



Leading by example and work ethic

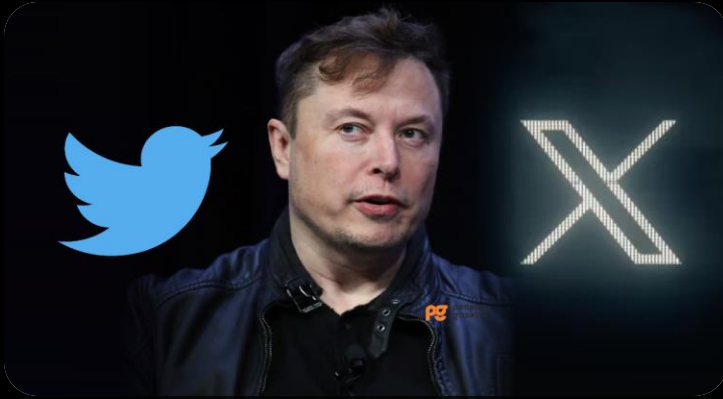


Musk's approach to problem-solving and innovation



Sustainable solution for a sustainable future (Rizvi, 2024)

Followers Appeal



Twitter & X



Elon Musk's AI

- Elon Musk is one of the most charismatic entrepreneurs in History (Valiant CEO, 2024)
- Musk uses his platform Twitter strategically (Ian, 2024)
- Twitter helps Musk to attract new talent as it inspires another innovative mind (Ian, 2024)
- Musk also promotes his sustainable initiatives (Rizvi,2024)
- Musk inspires a new generation with his leadership style (Rizvi,2024)
- Musk's approach to AI has the potential to reshape human civilization in the future (Duffy et al, 2023)

COMPARISON AND EVALUATION

- **VISIONARY LEADERSHIP**

All four leaders emphasized innovation. Ford with manufacturing processes, Disney with creative storytelling and themed entertainment, Branson with unconventional business models, and Musk with cutting-edge technology.

- **RISK TAKING**

Each leader took significant risks to achieve their goals. Ford bet on mass production, Disney on new forms of entertainment, Branson on a wide range of businesses, and Musk on ambitious technology projects.

- **MANAGEMENT STYLE:**

- Henry Ford:** Known for his authoritarian and hands-on approach.
- Walt Disney:** Focused on creative leadership, often involving himself deeply in the creative aspects .
- Richard Branson:** Adopts a more laissez-faire style, empowering managers and encouraging autonomy .
- Elon Musk:** Combines a visionary approach with intense micromanagement.

CONCLUSION

While Henry Ford, Walt Disney, Richard Branson, and Elon Musk share visionary leadership and a penchant for innovation and risk-taking, their management styles, approaches to innovation, public personas, cultural impacts, and team dynamics exhibit notable differences. These variances are influenced by their individual personalities, the industries they operated in, and the unique challenges they faced.

**THANK YOU
FOR
WATCHING!**



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