



Group Presentation Leadership and management, theory and practice

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Introduction

- ▶ In today's world, there are numerous business leaders who usually bring new opportunities and encourage the new ventures to grow. The presentation will evolve around selecting four business leaders which are Tim Cook and Sheryl Sandberg, Jeff Bezos and Tony Hsieh. Furthermore, there will be a discussion on the significant impact upon the business with considering some of the main factors.



Overview of leadership

Tim Cook and Sheryl Sandberg are the two famous business leaders and creates a major impact upon the business world in 20th century. While, **Jeff Bezos and Tony Hsieh** are considered as well-known business leaders within the 21st century. In order to analyse the impact of the business leaders, there are some common factors that helps in well defining the actions and strategies of leaders.



THE NEW ERA OF **BUSINESS** **LEADERS**



Tim Cook

- ▶ **Leadership style-** **Tim Cook**, the business leader emphasizes on inclusivity, collaboration as well as maintaining the commitment of Apple in order to bring the innovation and design excellence. He follows the democratic leadership style to better manage the whole team (Mickle, 2020).
- ▶ **Leadership behavior-** Generally, **Tim Cook** takes the opinions of their team members but not give them a power to make decisions as their strong emphasis on driving financial success that reduces the chances of occurring conflicts within the team (Mohan, and Mathew, 2019).



Tim Cook

Followers appeal- Tim Cook has good leadership skills which encourages large number of people in carrying their tasks. As a result, most of the people consider on engaging within the decision making practice and feel motivated towards expressing their ideas and thoughts without any fear.



Sheryl Sandberg



Sheryl Sandberg usually complies with the participative and transformational leadership style in order to effectively make their team more creative as well as innovative (Al Naqbi, 2023).

Leadership behavior- **Sheryl Sandberg** has some key attributes that define their leading behavior which are influential, fierce, driven, compassionate, courageous, insightful and ambitious (Sang, 2021).

Followers appeal- **Sheryl Sandberg** sets high expectations and help the people in terms of reaching to these objectives through praising them for going good work



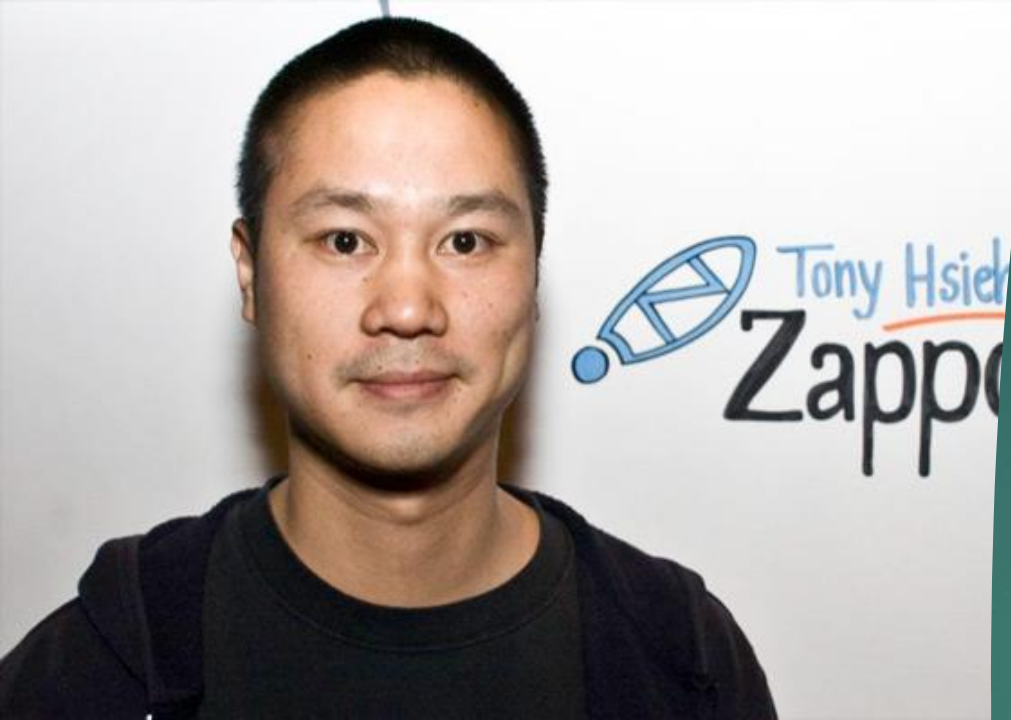
Jeff Bezos

- ▶ **Leadership style-** Jeff Bezos currently lead the team with major concentration upon the transformational leadership style in order to inspire the team members to think outside the box (Kastner, 2021).
- ▶ **Leadership behavior-** Usually, the leadership behavior of Jeff Bezos relies on some basic principles which are charismatic, visionary as well as transformational (Manu, 2022).

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- ▶ **Followers appeal-** Generally, high number of people are following the leadership style of Jeff Bezos which indicates that he has a higher follower appeal and an ability to change the world with lot of creativity.





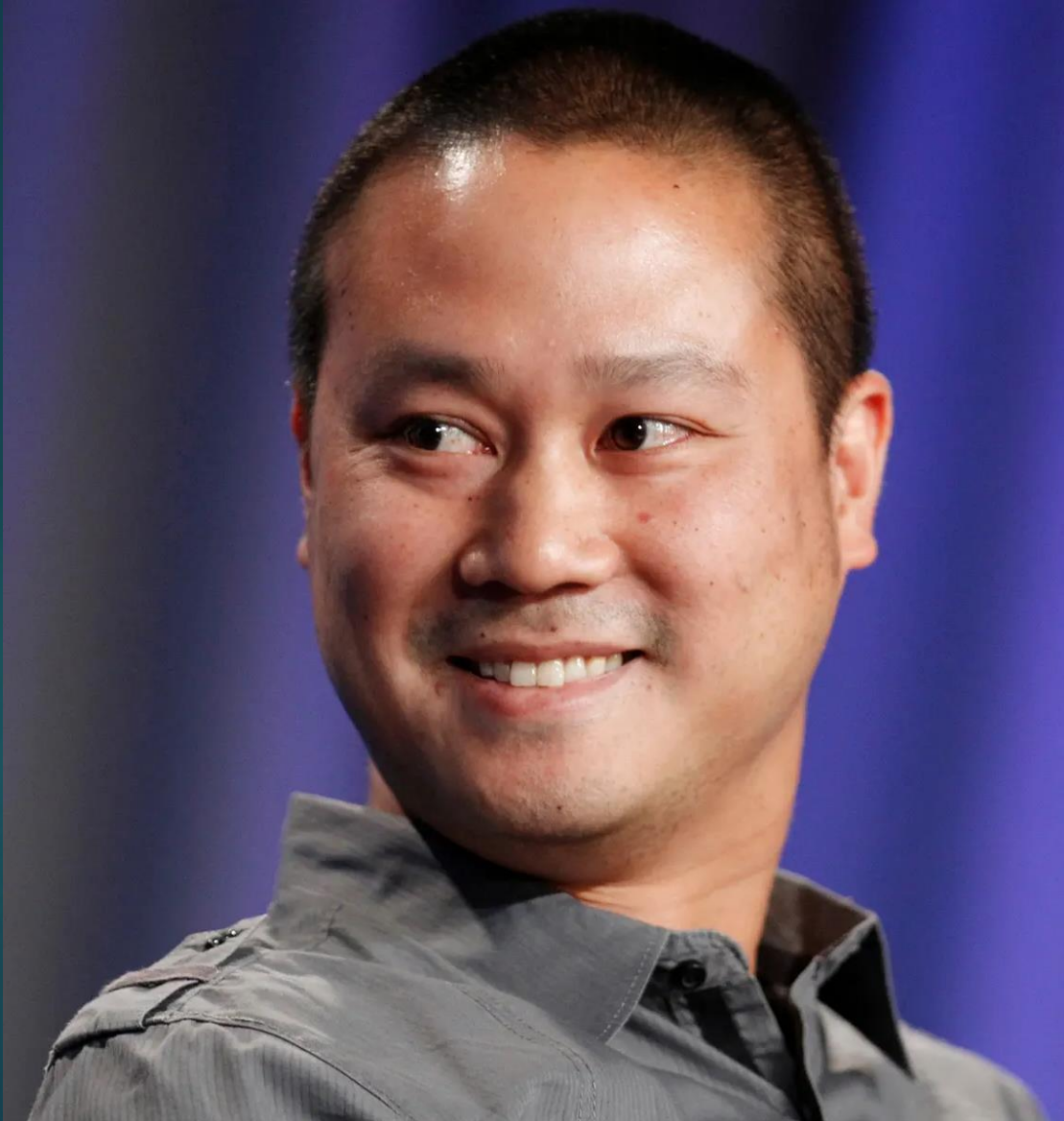
Tony Hsieh

Leadership style- Tony Hsieh takes into consideration the transformational leadership style that usually aids in well inspiring the followers to perform great things.

Leadership behavior- Tony Hsieh put major attention upon making a positive culture at the workplace that leads to effectively supervise their team (Grind and Sayre, 2023).

Followers appeal- Tony Hsieh is also followed by numerous people and give five leadership lessons to their followers which are defining the core values, train the leaders, drive employee engagement, and seeking for new business ideas everywhere (Abatecola, and Cristofaro,, 20190.





Similarities and differences of business leaders

Basis	Tim Cook	Sheryl Sandberg	Jeff Bezos	Tony Hsieh
Similarities	Tim Cook mainly focus towards developing the new product lines and try to bring something new which changes the whole world.	Sheryl Sandberg has made a successful transition from the government work to the tech industry in order to effectively change the entire world with innovativeness and creativity.	Jeff Bezos mainly believe that customer service is the key point and a priority for them in terms of achieving their future targets.	Tony Hsieh believes that customer service seems to be the core priority and important aspect in spite of other aspects.
Differences	Tim Cook has been instrumental in terms of transforming the Apple company.	She is outspoken women specifically within the workplace throughout her career.	He is majorly interested within the progress as well as makes a little difference as if their company is struggling within a specific quarter.	He mainly emphasizes on providing a support to the people and a platform through which they can bring a complete innovation.

Conclusion



- ▶ In this presentation, four business leaders are differentiated on the basis of leadership style, behavior as well as follower appeal. Furthermore, a table is also prepared with focusing upon the similarities and differences between four business leaders.



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