

ASSESSMENT 1

LEVEL 6 ASSESSMENT SPECIFICATION

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Lecturer:	Myfanwy Davies	Internal Verifier:	
Assignment Title:	The Complexity of Modern Leadership	Word count (or equivalent):	2500
Submission deadline:	19 th August, 2023 @23:59	Return date of provisional marks & written feedback:	
Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) Alternative submission method (if applicable): Late submission of the assessment will result in a late penalty mark. Penalties for late submission: Up to one week late, maximum mark of 40%. Over one week late, 0%. Only the Extenuating Circumstances Panel may approve a change to submission dates.		
Academic honesty / referencing:	Academic honesty is required. In the main body of your <u>submission</u> you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.		

STUDENT FEEDBACK FORM

This section details the *extent* to which the assessment criteria are demonstrated by you, which in turn determines your mark. The marks available for each category of skill are shown. Lecturers will use the space provided to comment on the achievement of the task(s), including those areas in which you have performed well and areas that would benefit from development/improvement.

Generic Assessment Criteria	Mark available	Mark awarded
1. Engagement with Literature Skills	20	
2. Knowledge and Understanding Skills	20	
3. Cognitive and Intellectual Skills	20	
4. Practical Application Skills	20	

5. Transferable Skills for Life and Professional Practice (including 10 marks for participation in the blogging activity).	20	

Assessment Mark (Assessment marks are subject to ratification at the Exam Board. These comments and marks are to give feedback on module work and are for guidance only until they are confirmed.)	Late Submission Penalties (tick if appropriate)		%
	Up to 1 week late (40% Max)		
	Over 1 week late (0%)		

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INTRODUCTION

Part 1: Background of chosen leader and their achievement in the business world.

Jeff Bezos has been designated as my leader. This leader is regarded as one of the world's most successful business executives. His Amazon company is the greatest online retailer (Stone, 2022).

He is renowned for his visionary concepts, high standards, and focus on outcomes. Jeff Bezos is a visionary who is constantly searching for novel methods to provide his customers with a superior experience. Using his leadership approach to transform his organization, he has been able to transform the e-commerce industry and propel his organization to the forefront (Stone, 2022).

Unfortunately, Bezos resigned as CEO of Amazon in 2021 to concentrate on side projects and other ventures, including his space exploration and rocket manufacturing company, Blue Origin. He retained his position as executive chairman. He intends to concentrate on novel products and initial initiatives (Bove, 2023).

Bezos is the owner of numerous companies, including Blue Origin, a space exploration company, Bezos Expeditions, an investment firm, and The Washington Post, an award-winning news organization (Islam, 2021).

Jeff Bezos's leadership advice is "Work hard, have fun, and make history." "Be stubborn on vision but flexible on details." "It's perfectly healthy encouraged, even to have an idea tomorrow that contradicted your idea today." "If you only do things where you know the answer in advance, your company goes away." (Strategies For Influence, 2019)

Part 2: The way the leader faces difficult in operational environment and the main contributors their industry.

The first Megatrend is digital transformation, which Amazon led. Amazon produces a vast, valuable database that is positioned for long-term commercial success by doing this successfully. The second Megatrend is a growing awareness of healthy living and lifelong wellness, which Amazon has captured with Whole Foods. The third Megatrend is aging society. The first two megatrends led Mr. Bezos to target this. He may not realize it, but this is where true value may be built, but others don't (Hodin, 2017).

Transformational leader Jeff Bezos. A transformational leader is passionate about innovation and organizational growth (Stone, 2022). Successful 21st-century leaders must use transformational leadership to present a clear and compelling vision of the future and link their followers' beliefs and interests with the business mission and strategy (Business Management, 2023).

After doing some readings, it clearly shows that Jeff Bezos deserves to be an inspiration for young people out there who want to be involved in the business world because he has the characteristics of a good leader (Belcher, 2023).

MAIN BODY

Part 1: Define leadership and acknowledge its complexity.

Leadership is about working together with other people and motivating them to achieve their best work. According to WordPress.External (2023), leaders should strive to be direct and interact with their team members by distributing work, setting an example for the team members to follow, and ensuring that the team members acknowledge the leader.

As it can be seen from the theory of complexity leadership, the complexity of leadership can be formed from shared leadership (Kortantamer, 2023). Shared leadership is a model where every employee in an organization carries out their role as a team in ensuring that every task is carried out easily, quickly and with quality. In other words, the complexity of leadership can be portrayed not only from the boss but also with the seriousness and togetherness of each team member in carrying out their work (Indeed Editorial Team, 2022).

Part 2: The theories for analysis related to the chosen leader.

There are a several module theories of leadership which are Servant Leadership, Transformational Leadership, Distributive Leadership, Authentic Leadership, Intent-Based Leadership, and Adaptive Leadership. Based on inspired leader, Jeff Bezos has few different leadership style which are transformational leadership, authentic leadership, authoritarian leadership and team leader style.

a. Transformational leadership

A transformational leader is a someone who exhibits a profound dedication to fostering innovation and effecting change to facilitate the growth and development of a business. The company innovates to improve business decision-making, employee job performance, and asset management. Innovation and empowerment are utilized to enhance the creativity and performance of employees. Transformational leaders trust their well-prepared team to make informed decisions within their duties, encouraging an innovative culture throughout the organisation (Stone, 2022).

Bezos leads transformation and task-oriented leadership style. To transform his company, Bezos sought and still seeks innovation. His creative leadership plans and delivers results. Bezos' long-term ambitions and public requirements and wishes are linked to serve customers. He helped his company grow by innovating and envisioning (Financhill, 2022).

Jeff Bezos implemented a transformational leadership style to foster a customer-centric culture at Amazon. This was accomplished by dividing the workforce into smaller teams, delegating distinct responsibilities and challenges to each, and improving organisational communication. In addition, this initiative fostered a positive atmosphere of competition among the staff, incentivizing them to exceed their perceived limitations in order to successfully complete all allocated duties and conquer various challenges (Stone, 2022).

Moreover, by the allocation of these responsibilities among several teams for implementation, Jeff Bezos demonstrated his steadfast confidence in their ability to fulfil the necessary tasks, so encouraging the employees to excel in their performance while achieving the objectives of the firm (Stone, 2022).

b. Authentic leadership

The following leadership is authentic leadership is a leadership style that places emphasis on the principles of transparency, authenticity, and honesty. Authentic leaders cultivate authentic relationships with their subordinates through the establishment of trust and the promotion of a favourable organizational climate. Authentic leadership entails a sustained commitment to organizational objectives, along with the capacity to motivate individuals towards achieving success (Indeed Editorial Team, 2023).

Amazon is a multinational technology company that specializes in e-commerce, cloud computing, and digital streaming, Jeff Bezos has the qualities of an authentic leader, as expressed by Jeff Hilimire. Bezos demonstrates a sense of humour and presents himself as humble in his film when he clarifies the factors contributing to Amazon's success. While browsing a presentation display board, Bezos outlines a restricted, compact information base. Initially, the company prioritised customer satisfaction. Bezos says the practise started in the beginning (PennState, 2017).

The company continuously prioritises consumer happiness over competitive concerns. The company directs its attention towards its competitors, yet this is not the primary focus of its efforts nor the source of its inspiration. Bezos asserts that prioritizing customer-centricity is crucial for identifying and rectifying numerous faults. The ability to "invent," or solve problems, is his second cognitive talent. One aspect is characterized as "long term," wherein customers prioritize establishing enduring relationships. Another principle, "It's always Day 1," emphasises momentum and progress. After comprehending Bezos' customer service philosophy, his genuine leadership style must be examined (PennState, 2017).

Jeff Bezos' authentic leadership style played a significant role in fostering innovation, adaptation, and high-performance at Amazon. By sticking to his company's vision and objective, he pushed his staff to take chances and create new goods and services. Bezos prioritised transparency and open communication to adjust quickly to market changes and client wants. His focus on staff development and well-being also fostered high performance and loyalty at Amazon. At Amazon, Bezos' authentic leadership style fostered innovation, flexibility, and high performance (PennState, 2017).

c. Authoritarian leadership

As according to Forbes, there are many who contend that Jeff Bezos' leadership approach can be characterized as authoritarian, mostly based on his stringent performance expectations, unilateral decision-making authority, and propensity for micromanagement (Forbes, 2012).

Autocratic leadership, also known as authoritarian leadership, is a style of leadership characterized by an individual's control over all decisions and minimal group participation. Autocratic leaders typically make decisions based on their own ideas and judgments and take followers' input infrequently (Cherry, 2023).

The leadership approach exhibited by Amazon is indicative of an autocratic style, which aligns with the long-term strategic mindset of its founder and CEO, Jeff Bezos. According to certain members of Amazon's leadership, Bezos maintains a culture characterized by a rigorous and ambitious atmosphere. Subsequently, the responsibility falls upon the leaders of Amazon to adhere to and embody this cultural ethos. According to Brad Stone's assessment, those in positions of leadership at Amazon who do not possess a mindset aligned with the goal of global domination likely to elicit frustration from Bezos (Forbes, 2012).

According to Amazon's executive team, Bezos has established a strong focus on objective truth. This implies that Amazon prioritizes objective evidence derived from the marketplace rather than relying on subjective internal perspectives. Complaints regarding the presence of a competitive and potentially poisonous work atmosphere have also been reported. Bezos's purportedly direct manner has the potential to cause discomfort or dissatisfaction among certain individuals (Stone, 2018).

According to Amazon, they place significant emphasis on values such as prioritizing customer satisfaction, maintaining a steadfast dedication to exceptional standards, and

fostering a mindset of ambitious thinking. Each of these distinct principles originates from the personal characteristics of its originator (Topic Insights, 2021).

d. Team Leader Style (Based on Managerial Grid Model)

The Managerial Grid model applied to an analysis of Jeff Bezos's leadership style. On the one hand, Jeff Bezos is autocratic in the workplace because he does not like to be taught by others and cannot listen to other people's opinions; on the other hand, he inspires his employees, acts as a role model, and motivates them to continuously improve the standard of performance by improving customer service, all of which are characteristics of the Team Leader Style (9,9) described in the Grid model (Solanki, 2019).

At Amazon, he is in charge of leading and directing all of the primary working teams. This means that all decisions are made by Amazon itself. His magnetism has had a good effect on Amazon employees, helping to propel the company into the top three most successful companies in the world for 2018–2019. Jeff Bezos uses the popular adage, "The customer is king," as a rallying point. His autocratic leadership style is effective at Amazon while being disliked. His supportive leadership methods are visionary and charismatic. He sometimes leads a team, setting the company's future direction and purpose. As a caring leader, Jeff provides health insurance to all Amazon employees, which is another incentive. (Solanki, 2019).

CONCLUSION

Based on the information provided, it appears that Jeff Bezos' authentic leadership style was the primary factor in fostering high-performance, innovation, and adaptation at Amazon. While autocratic leadership may have played a role in some aspects of the company's success, such as setting clear goals and expectations, it is unlikely that this style alone could have led to the level of innovation and adaptation seen at Amazon. Similarly, while transformational leadership can be effective in inspiring and motivating employees, it may not have been sufficient to create the culture of risk-taking and open communication that Bezos fostered. Overall, it seems that Bezos' authentic leadership style was the key driver of Amazon's success (Stone, 2022).

Since Jeff Bezos' managerial responsibilities aren't without flaw and can be too individualistic and demanding, he needs to show more compassion and concern for his staff. Although the autocratic leadership style has been successful so far, it is not the most effective style of leadership, and the organization's culture is one of innovation and creativity, which is great for fostering the development of young, talented workers but can also lead to stress and unhealthy competition among staff members (Solanki, 2019).

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