

LEADERSHIP AND MANAGEMENT THEORY AND PRACTICES





Leadership and management, theory and practice

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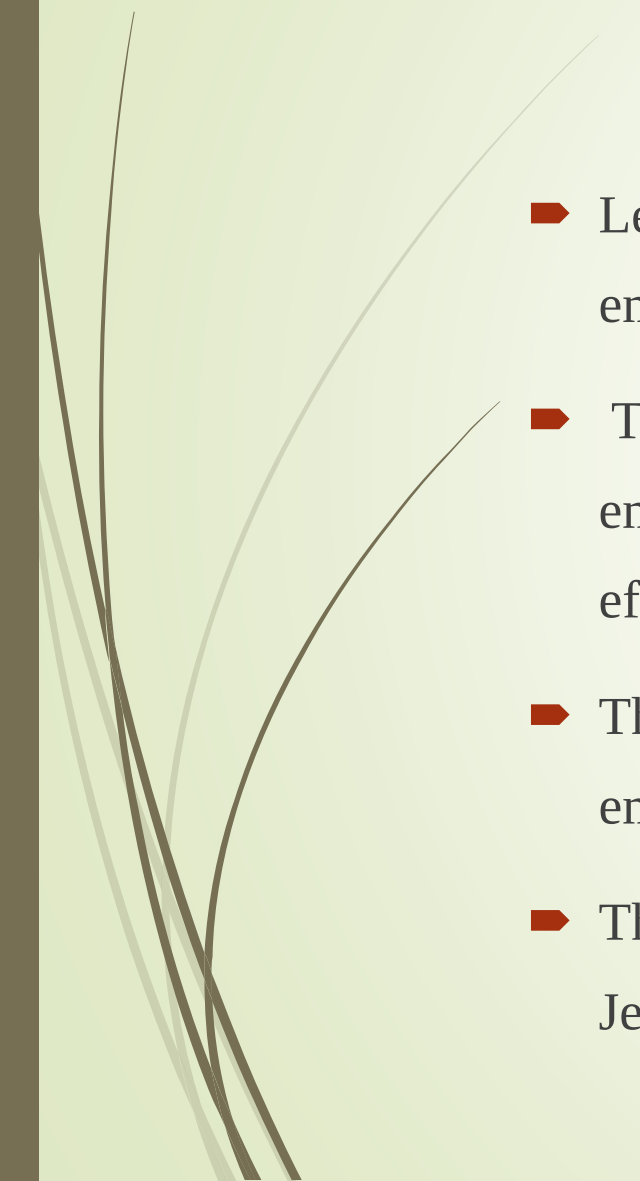


TABLE OF CONTENT

- Introduction
- Understanding of leadership theories and practices explored in the case study
- Critical evaluation of the effectiveness of Jeff Bezos's leadership qualities
- Benefits of being a transformational leader
- Leadership and management theories and practices
- Five effective leadership qualities of Jeff Bezos
- Conclusion
- References



INTRODUCTION



- Leadership and Management theories are one of the important aspect for the employees working in an organization.
- These theories and practices of leadership and management explains how an employee became a leader and manage the complete task assigned to him in an effective and productive manner.
- These theories and practices are used for improving the leadership abilities of the employees and capability of them for improving their nature of working operations.
- The present presentation is based on the various practices and theories adopted by Jeff Bezos , CEO of Amazon.

UNDERSTANDING OF LEADERSHIP THEORIES AND PRACTICES EXPLORED IN THE CASE STUDY

A Leadership theory helps in describing how and why the employees working the organization become leaders. The concept of leadership theories majorly focus on the qualities and abilities of the individual that can help them in enhancing their leadership qualities.





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- From the case study , it has been observed that Jeff Bezos has strong ethics and high moral standards which are essential for an effective and good leader.
- The Founder of amazon owns behaviour , ambition , vision and a strong determination which makes him a successful leader. By the help of leadership theories and practices , the CEO of amazon has expanded the business and make the business as one of the most effective one in the competitive market.



UNDERSTANDING OF LEADERSHIP THEORIES AND PRACTICES EXPLORED IN THE CASE STUDY

- By analysing the complete case study about the effective leadership of the founder and CEO of Amazon “Jeff Bezos “ , it has been identified that the leadership theory and practice used by him is theory of transformation.
- This is one of the most effective leadership theory used by Bezos for transforming a small business into a big empire.
- The transformational leadership is based on transformations which help him in taking creative and innovative changes for the better outcome and productivity.

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- The transformational theory of management contends that the interaction between managers and employees can be beneficial to the organisation.
- According to this leadership philosophy, effective leaders motivate their teams to perform above and beyond what they are capable of. For their team members, leaders create a vision and inspire them to fulfil it.



CRITICAL EVALUATION OF THE EFFECTIVENESS OF JEFF BEZOS'S LEADERSHIP QUALITIES

- By analysing the case study of the founder and CEO of amazon “Jeff Bezos” , managed to grow the complete empire and is now running one of the top companies in the world.
- Jeff Bezos has currently the net worth of \$110 Billion and for a while he is one of the riches man of the world.
- The case study elaborates that Jeff Bezos who has started Amazon in his small garage in 1994 still owns eleven percent of the total shares of the company.



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- Along with this , Jeff Bezos also owns space travel venture blue origin as well as the Washington post.
- He is considered to be the richest man of the world and has added \$10bn to his fortune in just a single one day. In the corona virus situation , Bezos has managed to earn such a great amount of money and this becomes possible only because of his effective leadership styles.
- Jeff Bezos is famous for this transformational and task oriented leader styles in which he transform the current situation into opportunities and innovative strategies that can help the organization in being more productive and effective.

BENEFITS OF BEING A TRANSFORMATIONAL LEADER

- Transformative leadership is a style of management in which managers encourage and inspire staff to link personal goals to the company's performance.
- The leadership track teaches participants how to handle various scenarios in an organisation to increase team member self-efficiency and hence increase productivity.





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- Positioning the Identity of the organization and the interest with the stakeholders.
 - Identifying the common goals and business objectives
 - Recognizing and identifying various opportunities that help in improving and developing a vision to match.
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BENEFITS OF BEING A TRANSFORMATIONAL LEADER

- A management theory called transformational leadership places an emphasis on inspiration, motivation, encouragement, and direction.
- A transformational leader exemplifies leadership while creating policies and procedures that promote staff development, wellbeing, and morale.
- This form of leadership strategy depends on matching the team's and organization's goals with the employees' skills, aptitudes, interests, and motivations.



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- This type of leadership focuses on using abilities like empathy, cooperation, adaptability, and creativity to motivate staff to meet company objectives.
- Moreover , some of the other benefits of being an transformational leader is to focus on improving the motivation level among the team members.
- it also helps in maintaining the integrity of the workplace , helps in defining a clear vision and goals

LEADERSHIP AND MANAGEMENT THEORIES AND PRACTICES

- Leadership and management theories is the concept used by the organizations for understanding how and why the employees become leaders at their workplace and what strategies are used by them for managing their leadership skills.
- The major aim of these theories and practices is to focus on the qualities and behaviours that employee adopt for increasing their leadership and management abilities

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- These two concepts plays a very important role for the employees as this supports them in changing their abilities into leadership skills and understanding the way of managing the various tasks that needs to be done by them.





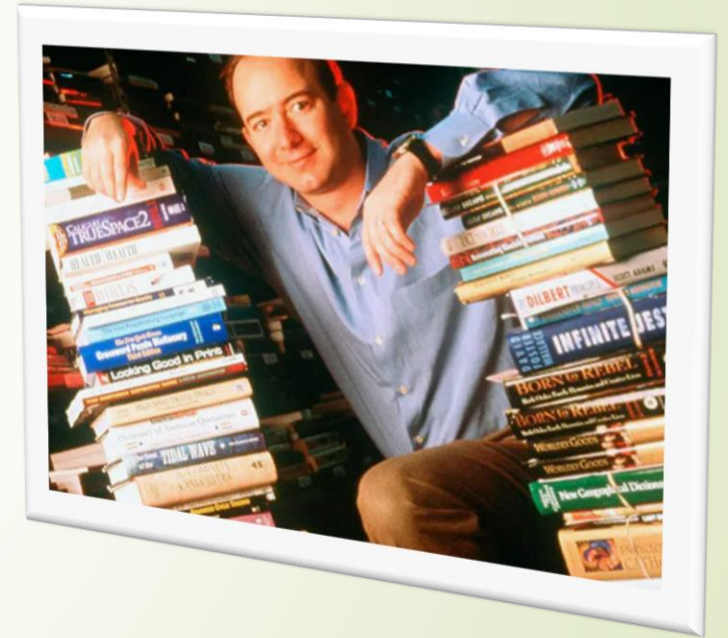
FIVE EFFECTIVE LEADERSHIP QUALITIES OF JEFF BEZOS

Jeff Bezos has five effective leadership qualities that help in growing and expanding the business over the time. By the help of these effective leadership styles , Bezos has managed to expand his business so rapidly and is considered to be one of the richest man of the world by earning \$10Bn in just a single one day.

- The next leadership quality of Jeff Bezos is that he always sticks to laid out goals and targets. Along with this , he never focus on the problems and issues that is coming as a barrier in his way. When criticism inevitably comes his way, a clear plan helps to stay the course.

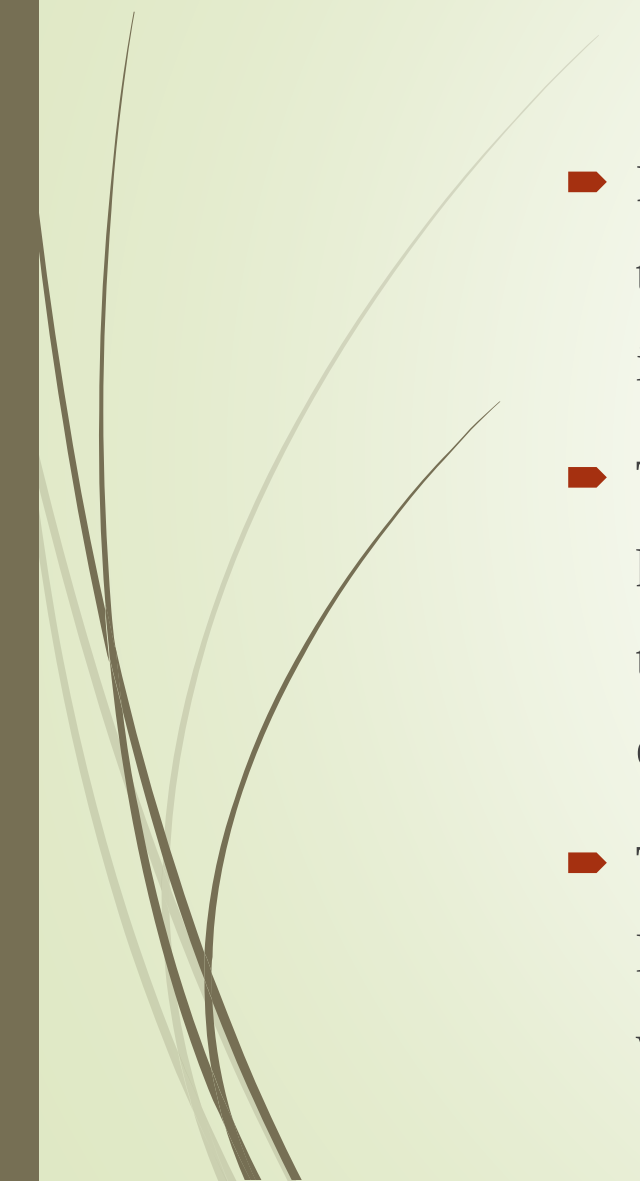
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- The main purpose of Jeff Bezos is to focus on long term goals as each and every stage of Amazon timeline consists of customer satisfaction which means the company gets involved in every vision whether it is small or large. This has make her skills more effective with respect to leadership and management practice.





CONCLUSION

- From the presentation it has been understood that leadership and management theories play a very crucial role for the employee effectiveness and also for improving the productivity of the employees.
 - The presentation has elaborated that it is very important for every individual to have leadership and management qualities in order to provide effective solutions to the organizations which results in more productive and effective working environment.
 - The benefits of leadership and management theories and the impact of effective leadership on employees and organization has been covered in the presentation as well.
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Thank You!