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Module: Leadership and management,  
theory and practice

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# Introduction

Effective leadership is a critical ingredient for organizational excellence and progress (Phukan, 2023). This presentation will examine the analysis of two revolutionary business leaders of the twentieth century and the twenty-first century – Steve Jobs and Elon Musk.



# Leadership Style and Behaviour of Steve Jobs

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## Leadership Style

- Transformational and Visionary leadership style.
- Approach powered by always trying to do the best and never compromising on quality.(Niebuhr et al., 2020).
- Based on a never-ending search for new ideas, careful attention to small things, and a strong dedication to doing things perfectly.(Bass, 2020).

## Leadership Behaviour

- Exceptional communication skills and ability to inspire and motivate employees.
- Steve Jobs' hands-on approach in product development was legendary(Kilgallon and Wright, 2024).
- Skilled in painting captivating visions and rallying teams towards ambitious goals.



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# Steve Jobs Followers' Appeal



- Steve Jobs: A born leader with an irresistible personality that attracted employees, customers, and the general public.
  - His captivating leadership style and unwavering belief in Apple's products attracted a large and loyal following (Shamir, House and Arthur, 2018).
  - Jobs had a natural gift for bringing people together emotionally and spiritually, uniting them under Apple's mission.
  - Consumers completely agreed with Jobs' dedication to simplicity, excellence, and easy-to-use design.
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# Leadership Style and Behaviour of Elon Musk

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## Leadership Style

- Visionary mindset and an unparalleled appetite for risk.
- High-stakes gambles, such as the huge investment in SpaceX
- Daring and transformative, especially when in bankruptcy (Khan, 2021).

## Leadership Behavior

- Dedicated Hands-on approach, at Tesla's factories (Higgins, 2021).
- Customer-centric social media platforms in the first person
- Responsive nature of the leadership style



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# Elon Musk Followers' Appeal

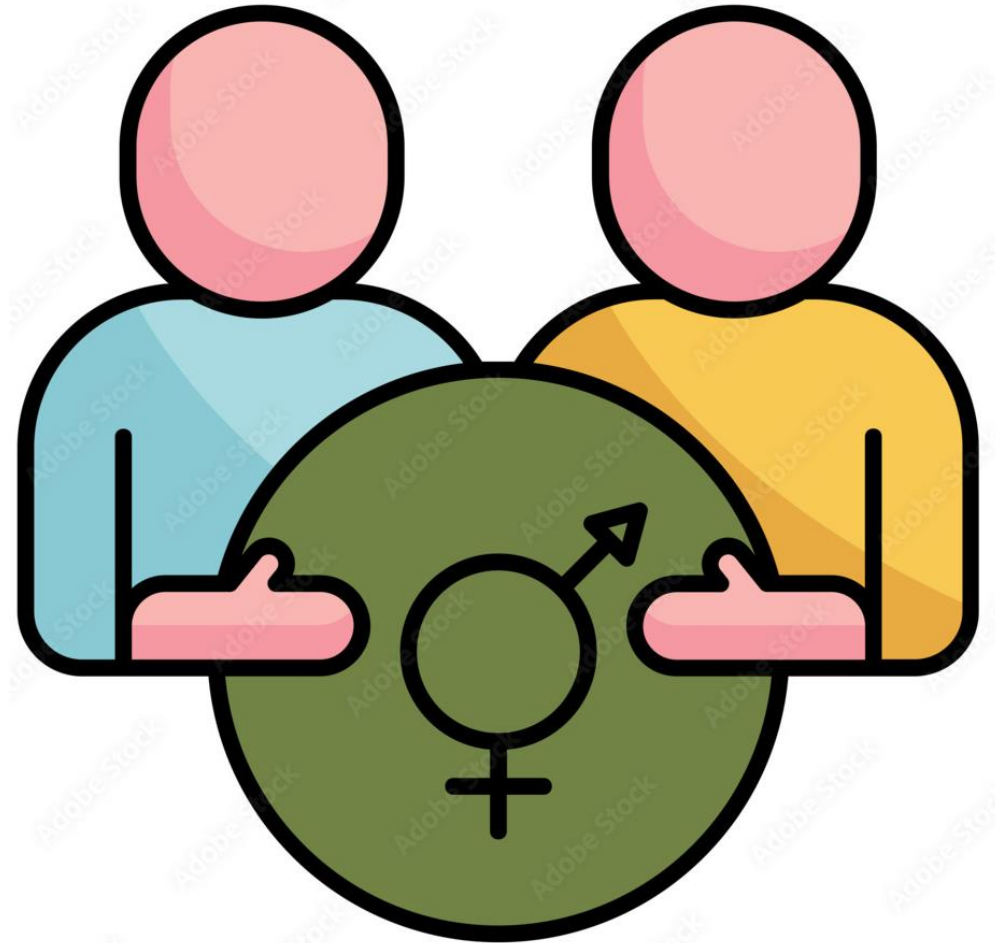
- Grand-vision approach – going beyond the traditional consumer-brand relationship (Miklaszewicz, 2023).
- Musk's hands-on leadership and charismatic appeal encouraged his employees to maintain a hardworking and loyal consumer base.



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# Similarities

- Both Steve Jobs and Elon Musk showed they could see the future and change their industries.
- Their likable personalities and talent for motivating others were key in gaining loyal customers and pushing their teams to reach big goals.
- Their hands-on style and focus on small things helped make amazing products and led their companies to success.



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# Differences



- Jobs' leadership style was more autocratic and focused on perfection, Musk's approach is characterized by a greater appetite for risk-taking and unconventional thinking.
  - Jobs' leadership was centered on creating user-friendly and aesthetically appealing products, while Musk's vision extends beyond commercial ventures to ambitious goals like space exploration and sustainable energy solutions.
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# Conclusion

Both Steve Jobs and Elon Musk have revolutionized markets by fusing vision and innovation, with their unique leadership approaches. The two leaders' unique and innovative approaches to leadership and management still underpin the business practices on the global stage and serve as an inspiration for those who are to lead in the future.

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