

Leadership and management, theory and practice



Group presentation

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Karolina Kwiecien 2113036

Eugenia Manda 2113738

Mihaela Raducanu 2111701

Peter Imre 2012896

Krisztina Pocsik 2115263

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INTRODUCTION

- *Leadership is a complex process by which a person influences others to accomplish a mission, task, or objective and directs the organization in a way that makes it more coherent and cohesive.*
- *Leadership, as the art of giving the people to be done and the ways to do it, gets its concrete content only from the goals themselves and from the ways in which each leader interprets them to the led.*





Coco Chanel

A Trailblazer in the Business World

Introduction to Coco Chanel



- Gabrielle Bonheur Chanel, who became more widely recognised as Coco Chanel, brought new ideas and a strong drive to succeed in fashion.
- She was born in 1883. Her business skills are not the only thing that will make people remember her for a long time. (Picadi,2023)
- Fashions like Chanel's that are new and different keep business leaders and companies globally motivated.

Leadership Style of Coco Chanel

- When she ran her fashion business, Chanel was a manager who was always eager for new ideas, freedom, and creativity. (Hess,2015)
- Coco Chanel, one of the most influential women in the world, ***is a Transformational Leader, task oriented***
- She encouraged her team to think innovatively, welcomed bold ideas, and fostered an environment that encouraged creativity and experimentation.



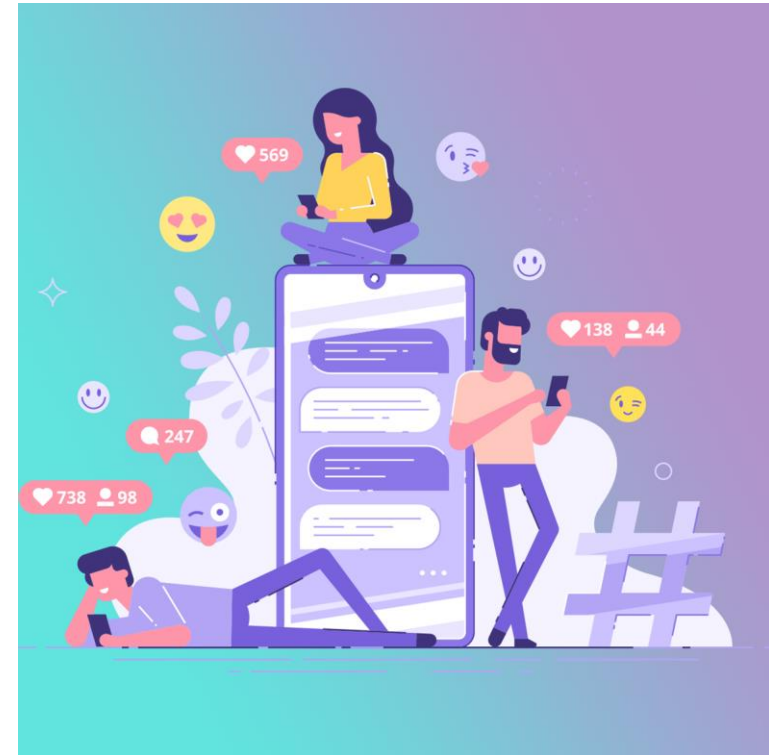
Leadership Behavior of Coco Chanel –Authority Compliance Manager



- Chanel was a brave leader because she made rash choices about fashion, ads, and business.
- She made the "little black dress," used jersey fabric for the first time, and came out with Chanel No. 5.
- Her business became the most famous in the fashion world because she was brave and took risks.(Rubin,2018)

Followers Appeal to Coco Chanel

- People who liked Coco Chanel thought she was brave and set a good example.
- Customers, employees, and people who worked for her were among her fans.
- People changed a lot because of the Chanel name.
- All over the world, people wanted and needed it because it stood for classic beauty, class, and freedom. (Cattani et al, 2023)



Impact of Leadership Characteristics on Business Success



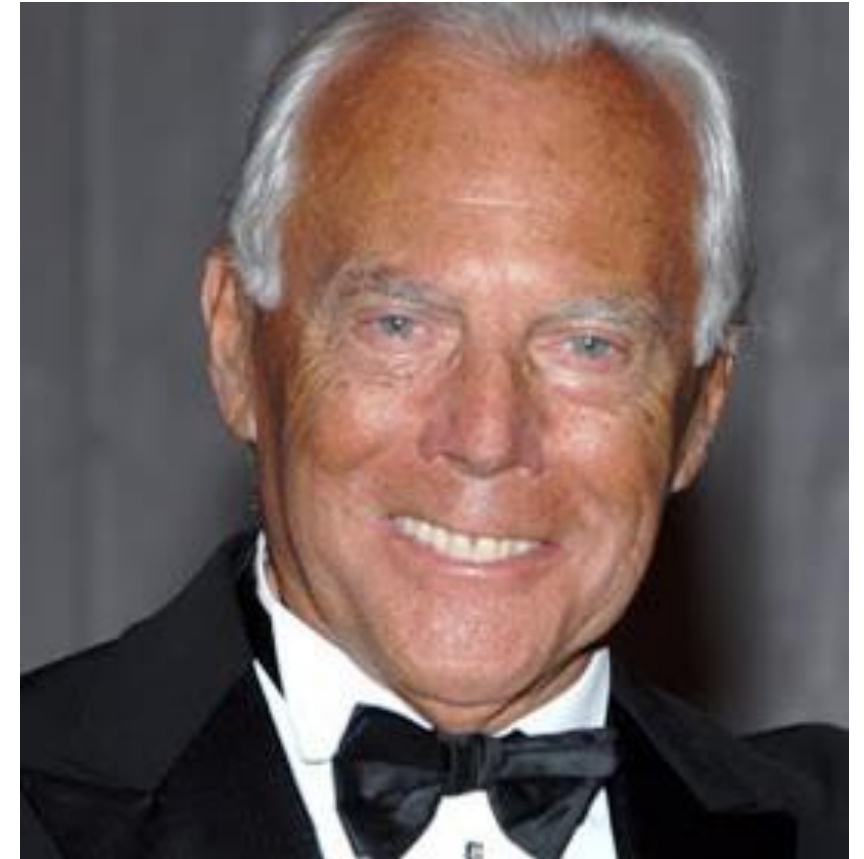
- It was fun to work for Coco Chanel. It was great that she was creative and ran her own business.
- There was a lot of risk involved when she released the "little black dress" and Chanel No. 5. (Bush,2018)
- This shows how her creative leadership sparked market demand and solidified her brand's fame, making sure it would continue to be useful and profitable.

Conclusion

- Coco Chanel was a brave leader who liked freedom and new ideas.
- People all over the world loved her for being brave, which helped her brand become so well-known.
- Chanel changed the fashion world, which shows how important leadership skills like vision and drive are for business success.

Introduction

- Giorgio Armani, a very famous personality in the world of fashion, demonstrates very well the leadership qualities of a great businessman by his own style. According to the research carried out by Chen and Silverthorne (2005), leadership style is an essential factor in the interpersonal dynamics of an organization.
- We see these attributes of Armani's autocratic way of management in his total vision and determinate manner of decision making in his fashion kingdom. Other than that, he makes his colleagues creative and innovative within the fashion industry by making them to move into the industry further (Cole, 2018).
- In terms of the leadership style, Mr. Armani is a participative type of leader, where all the key people from top to bottom are involved in decision making processes. This method, thus, shows his power as a leader (Sendjaya et al., 2008). The fusion of various leadership styles practised by Armani is one of reasons why he is able to internalize the development and innovativeness of his organization.



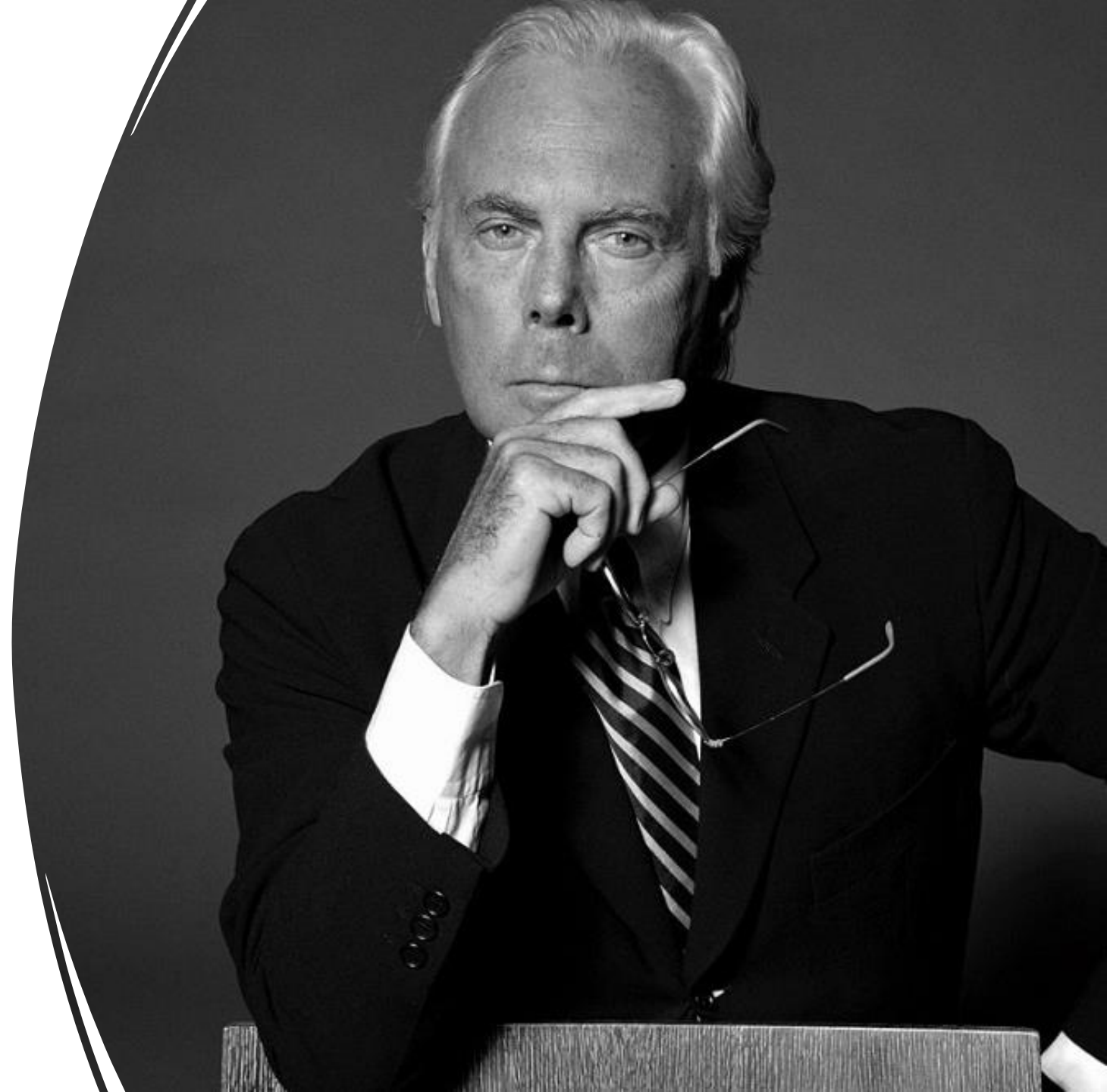
Leadership Style

- The guiding leadership style which is the pillar of organisational governance, may significantly influence the culture and activities of the company. Effortlessly, Giorgio Armani is an all-round leader. The man's assertive leadership style, which is underlined by his vision and timely decision-making (Chen & Silverthorne, 2005), clearly defines the world of his fashion business.
- Moreover, Armani's change management approach fosters creativity and innovation as his leadership ignites the desire to push the limits of fashion (Cole, 2018). In addition, this style of leadership promotes the team, the coordinating stakeholders in decision making, and as consequence, helping to create a culture that is collaborative and inclusive (Sendjaya et al., 2008).
- Therefore, a leadership diversification strategy applied by Armani is a fundamental aspect of ensuring his organization growth and prosperity.

GIORGIO ARMANI
NEW NORMAL

Leadership Behaviour

- The behavior of the leaders plays a significant role in the creation of the organizational culture and the employees' morale. Stone (2023) points out that Giorgio Armani's involvement in practically all production stages, his ability to manage his artistic team and a great many other aspects of the business, make all of his employees love him and be devoted to the brand.
- Cole (2017) opines that each task which is performed should be of a high standard and should be accurate in order to ensure that a culture of excellence prevails and that the standards in place are maintained. In addition, the adaptation of Armani to the market environments that evolve over time and change in the consumer tastes that are discussed by Cole (2018) gives the culture of his company its creativity and flexibility.
- Basically, Armani's leadership style develops a corporate culture, where team spirit, productivity and flexibility are paramount. Therefore, the environment is friendly to work in.



Followers Appeal

- The followers' capacity and the charm of a leader's vision and personality, in several instances, enhance the effectiveness of leadership. Cole (2018) states that Giorgio Armani's visionary leadership involves the association of individuals with similar beliefs and aims, which creates stronger sense of belonging and loyalty among his employees.
- In addition, another study done by Stone (2023) reveals that Armani's charismatic nature broadens his leadership repertoire attracting people who are influenced by him and his strong reputation in the fashion industry.
- In addition, Pandey (2018), in his research, explains that the Armani's constant concern to offer opportunities of progress, promotes the loyalty and determination in the highly ambitious people, in consequence they assure the sustainable and successful future of his company if the talented staff members are kept and developed.



Conclusion

- The leadership style, personality, and ability of Giorgio Armani to attract followers, all of these, together, says it all about the high rating of the individual in the business of fashion as a whole. Through his controlling, participative and integrative leadership style, the organization accomplishes its growth and innovation. The combination of Armani's aptitude, watching for details, and mobility creates the positive and happy atmosphere in the office. Therefore, the business will survive and prosper in the long run because of his visionary leadership, charismatic personality and innovation orientation. These finely tuned aspects of management characterised by an organisation's success. The global appreciation of Giorgio Armani as an outstanding representative of the worldwide fashion industry is a silent tribute to his pervading influence over the fashion world, a name that will always be carved in the pages of fashion history.

"I was the first to soften the image of men, and harden the image of women. I dressed men in women's fabrics, and stole from men what women wanted and needed—the power suit."

Jeff Bezos

A Successful Leader of 21st century



Background of Jeff Bezos

- Jeff Bezos is a famous leader and entrepreneur of the 21st century. He studied at Princeton University and graduated with a degree in Electrical Engineering and Computer Science.
- Amazon was founded in 1994 by Jeff Bezos, which was initially just an online bookstore. With his smart actions, Bezos led this business into being one of the most successful e-commerce platform in the entire world (Real Time Net Worth, 2024).
- Thanks to his entrepreneurial skills, Bezos entered on the Forbes' list of being the wealthiest person in the world. Beyond this entrepreneurial success, he was also popular for his good leadership style.
- He has a role in changing how people shop and use technology. He revolutionized the digital retail and e-commerce, which are nowadays more popular than in-store shopping.





Leadership Styles

- Transformational leader: Jeff Bezos adopted a transformational leadership, having the ability to inspire and motivate others (Gradinaru, et al., 2020). He has created an environment at Amazon where people are encouraged to be innovative and take risks. Bezos' leadership helps employees think creatively and embrace change, making Amazon a technology leader.
- Customer-centric approach: In his leadership style, Jeff Bezos focuses primarily on customer satisfaction. He wants the entire company to put the customer first, ensuring that every decision and action is driven by the goal of providing exceptional customer experiences. Bezos wants him and his team to meet and exceed customer expectations, making Amazon a trusted and customer-friendly brand.
- Long-term vision: Jeff Bezos also has a long-term vision of business. He consistently makes decisions that prioritize sustainable growth and innovation over short-term gains, laying the foundation for Amazon's enduring success. Bezos' strategic vision allows Amazon to anticipate future trends and opportunities. This fact made the company a leader in various sectors, such as cloud computing, artificial intelligence, and e-commerce.

Leadership Behaviour

- **Innovation:** As a leader, Jeff Bezos is a champion of innovation. Within his business, employees are encouraged to explore new ideas and technologies. His innovative behaviour has led to the development of innovative products and services, driving Amazon's continued evolution and expansion into new markets.
- **Make decisions based on data:** In his leadership style, Bezos is addicted to making decisions based on data. He believes that it is important to analyse data to make strategic decisions, which will have a positive impact on his company. Bezos' analytical approach enables Amazon to make informed decisions that drive growth and deliver value to customers.
- **High standards:** Jeff Bezos is known for his high standards. He sets the bar exceptionally high for himself and those around him, pushing teams to constantly improve the quality of their work (Huddleston Jr., 2024). He is looking for perfecting apples that create a culture of excellence at Amazon, where mediocrity is not tolerated and only the best ideas and results are desired.

Followers Appeal

- **Inspiration:**

Jeff Bezos' leadership style is a powerful source of inspiration for his followers. His way of being convinces his employees to fight for their development and overcome their limits.

- **Empowerment:**

As a leader, Jeff Bezos empowers his followers by fostering a culture of autonomy and ownership. He encourages employees to take ownership of their work and empowers them to make decisions independently (Hardy, 2022). At the same time, it motivates them to perform as well as possible and highlights their potential.

- **Growth Opportunity:**

Under the leadership of Jeff Bezos, followers are given opportunities for growth and development. Bezos provides resources, training and mentoring programs to help them succeed. This factor makes people eager to learn and advance.

- **Inclusivity:**

Jeff Bezos prioritizes inclusion and diversity within Amazon, recognizing the value of different perspectives and experiences. He actively promotes a culture of inclusion where all voices are heard and valued, regardless of background or identity.

Characteristics Contributing to Successful Leadership Impact

Similarities

Adaptability: Like the other leaders, Jeff Bezos was able to adapt to any change and challenge, taking advantage of the current environment.

Strategic Thinking: Bezos also demonstrated to have a strategic thinking, using data to make informed decisions and lead the organisation to continual growth.

Customer Focus: He and the other leaders understood that customer satisfaction is a priority for a successful business.

Differences

Organisational Culture: Bezos create a different organisational culture that encouraged innovation and experimentation, while the other preferred stability and efficiency.

Communication Style: He adopted personalized communication style inside the company, being inspirational, analytical, and data-driven

Leadership style: While Bezos adopted a transformational approach, the other adopted other styles.



LEADERSHIP AND MANAGEMENT, THEORY AND PRACTICE; ANALYSIS OF ELON MUSK



INTRODUCTION

Welcome to the presentation on "Elon Musk: Visionary Leadership." Enigmatic entrepreneur, engineer and inventor Elon Musk presents his bold vision for the future and transformational projects From revolutionizing space exploration with SpaceX to accelerating the transition to sustainable energy with Tesla, Musk a relentless pursuit of innovation, and an unwavering determination to set bold goals And he founded entire industries, inspiring millions of people around the world

In this presentation, we will explore the leadership principles and qualities that made Elon Musk famous in the business world. We'll explore Musk's visionary leadership style, his hands-on approach to problem solving, and his relentless drive to push the boundaries of what's possible. Through case studies, examples and analyses, we will unveil the secrets behind Musk's success and examine the lessons aspiring leaders can learn from his extraordinary journey.

Join us as we embark on a journey to unlock the secrets of Elon Musk's visionary leadership and discover how his innovative spirit and bold vision are shaping the future of technology, innovation and humanity.



ELON MUSK'S IMPACT ON THE BUSINESS WORLD

Elon Musk has made a profound and lasting impact on the business world through his visionary leadership and transformational work. Musk's quest for innovation and bold goals have transformed many industries, including aerospace exploration, electric vehicles, renewable energy and artificial intelligence and SpaceX, Musk pioneered rocket technology a recyclable in and disrupted the aerospace industry by dramatically reducing the cost of space travel With sustainable and innovative Tesla, Musk has accelerated the transition to electric cars and renewable energy, challenging tradition automaker has checked and reconstructed vehicle condition (Khan , 2021). Musk's disruptive impact extends beyond individual companies, inspiring a new generation of entrepreneurs and fueling a global conversation about growth, technological advancement and the future of humanity.



Taking a closer look at Elon Musk's leadership style, several key characteristics emerge. Musk is a visionary style of leadership, marked by the ability to articulate and pursue ambitious goals that transcend traditional boundaries. He has an unwavering commitment to a vision for the future of humanity, evidenced by his work in space exploration, sustainable energy, and transportation. Musk's leadership style also reflects elements of transformational leadership, as he inspires and motivates his teams to achieve greatness through innovation (Percy, 2024). relentless pursuit of success And, Musk's entrepreneurial spirit is evident in his willingness to take bold risks and challenge the status quo, and bring about organizational change and growth through his initiatives which he does with courage. But Musk's leadership style has faced criticism for being overly demanding, sometimes premature, raising concerns about workplace culture and sustainability. Overall, although Elon Musk's leadership style is visionary and an undeniable innovation though that also raises questions about the balance of aspirations and ethical considerations in the pursuit of success.

LEADERSHIP STYLE



LEADERSHIP BEHAVIOR

Elon Musk's leadership style is hands-on and an unconventional approach that reflects his deep involvement in all aspects of his companies business Musk's character is his commitment to his vision and willingness to commit an example of taking risks to achieve its goals. Known for his relentless drive and tenacity, often working long hours, pushing himself and his team to overcome challenges and achieve ambitious goals Musk's leadership style also reflects his passion for innovation reveal, while constantly pushing the boundaries of technology to inspire innovative thinking the solution of complex problems and attempts (Asher, 2016). Musk's leadership behavior has also been criticized and scrutinized. His demanding nature and high expectations for performance raise concerns about workplace stress and burnout. Additionally, Musk's impulsive behavior and controversial comments on social media have at times raised questions about his judgment and leadership effectiveness. Overall, although Elon Musk's leadership style is characterized by passion, innovation, and relentless pursuit of goals, it highlights the challenges and challenges of leadership in a fast-paced business environment when Musk is going through strong leadership and his visionary aspirations and well-being of his teams and organizations It will be important to strike a balance



FOLLOWERS APPEAL

Elon Musk's appeal to followers is undeniably strong, thanks to his visionary leadership, charismatic personality, and impressive work. Musk's ability to inspire and garner followers stems from his compelling vision for the future of humanity, notably bold projects like colonizing Mars with SpaceX and pioneering the transition to sustainable energy with Tesla exist in perpetuity rapidly His visionary pursuits accommodate individuals who are drawn to ambitious goals, have the ability to shape history and want to be part of transformational efforts Additionally, Musk's charismatic presence and impressive communication style help endear him to his fans. In addition to having a unique ability to articulate complex ideas in a compelling way, connect with audiences and garner support for his projects, Musk's track record of innovation and success gives his credibility and his enthusiasm is high, and it attracts fans who are inspired by his accomplishments and eager to do so in line with his vision (Khan , 2021). Despite Musk's broad appeal, there are also critics who criticize his leadership style and question his judgment. His controversial statements and actions at public forums and on social media have at times divided opinion and raised concerns about his suitability as a role model, but Musk still appeals to followers of his vision pursuit and his determination to push the immovable boundaries to capture them will succeed



SIMILARITIES WITH BUSINESS LEADERS



Elon Musk and other influential business leaders share many key traits that have helped his leadership make a successful impact in the business world. One notable similarity is Musk's visionary approach, similar to Henry Ford and Steve Jobs of the 20th century. Like Ford, who revolutionized manufacturing with assembly lines, and Jobs, who changed many industries with innovations like the iPhone, Musk redefined the boundaries of technology and business with bold ventures like SpaceX and Tesla. His ability to imagine and pursue ambitious goals pushing the boundaries of innovation has inspired followers and driven his companies to unprecedented success. Additionally, Musk and Jeff Bezos share a relentless focus on customer satisfaction and long-term thinking. Prioritizing customer experience and investing in future growth. Like Bezos, who built Amazon into a giant e-commerce company, Musk put customer needs and feedback first to shape his company's direction (Adigwe, 2024). Also, Elon Musk's business leadership style bears similarities to Bezos and Ford. Like Ford, who founded Ford Motor Company and pioneered mass production methods, and Bezos, who founded Amazon and revolutionized online retail, Musk has created many incredible businesses that challenge and deliver on traditional business models. Change happens in all industries. His willingness to take risks, challenge the status quo and pursue unconventional ideas reflects the entrepreneurial spirit of these iconic leaders.

Moreover, Musk's impressive leadership style, similar to that of Steve Jobs, played as important a role in attracting followers and gaining support for his vision as Jobs did, with his passionate presentation and his visual ads capturing audiences and inspiring Apple's success. Inspired support for businesses and cemented its position as a leader of change in the marketing world (Yoffie and Cusumano, 2021). In summary, the similarities between Elon Musk and other influential business leaders in terms of visionary thinking, customer centricity, entrepreneurship and charisma have greatly contributed to the successful impact his leadership has had in the business world in the 21st century.

DIFFERENCES AMONG BUSINESS LEADERS

While Elon Musk and other influential business leaders share many characteristics, such as visionary thinking and entrepreneurship, there are notable differences in their leadership styles and strategies that have contributed to Musk's leadership impact as it is successful in the business world.

The important difference is in all aspects of the role of the leader as the leaders of J. Fe. Bezos etc. as opposed to the way many representatives, although known to look at the culture of decision making that is your party will be empowered in Bezos' Amazon, the neutrality and concentration of decisions. It reflects the fact through this distinction that Musk has been able to maintain tight control over the direction and execution of his businesses, enabling him to drive forward-thinking solutions and maintain an agility of innovation (Tomic, Radonja and Bonato, 2019). Furthermore, Elon Musk's willingness to challenge traditional values and take bold risks sets him apart from leaders like Henry Ford who followed more traditional business practices while Ford revolutionized things manufacturing in through assembly lines and standard manufacturing processes. Reusable rockets, electric cars Tesla and Musk's readiness to embrace uncertainty and fulfill moon shot tasks afterwards has earned him a reputation as an entrepreneur, and has led to ground-breaking innovations and the reorganization of entire industries.

Moreover, Elon Musk's leadership style differs from that of Steve Jobs in terms of communication and interpersonal skills. While Jobs was known for his charismatic and engaging communication style, Musk has faced criticism primarily for his boisterous, sometimes controversial behavior on social media. This distinction highlights the importance of effective communication and rapport emphasizing the building in leadership, and attributing Musk's success to his visionary research, technology -and most of it can be derived from knowledge. Overall, although Elon Musk shares a few traits with other influential business leaders, his differences in leadership style, decision-making strategies, and communication skills play an important role in influencing which its leaders achieved in effectively controlling the business world. In the circumstances left an indelible mark.

CASE STUDY: SPACEX'S FALCON 9 SUCCESSFUL LAUNCH AND LANDING

In December 2015, SpaceX, led by Elon Musk, reached a historic milestone with the launch and successful landing of the Falcon 9 rocket. This is the first time in history that a rocket has been launched into orbit then landed straight on solid ground and returned safely to Earth.

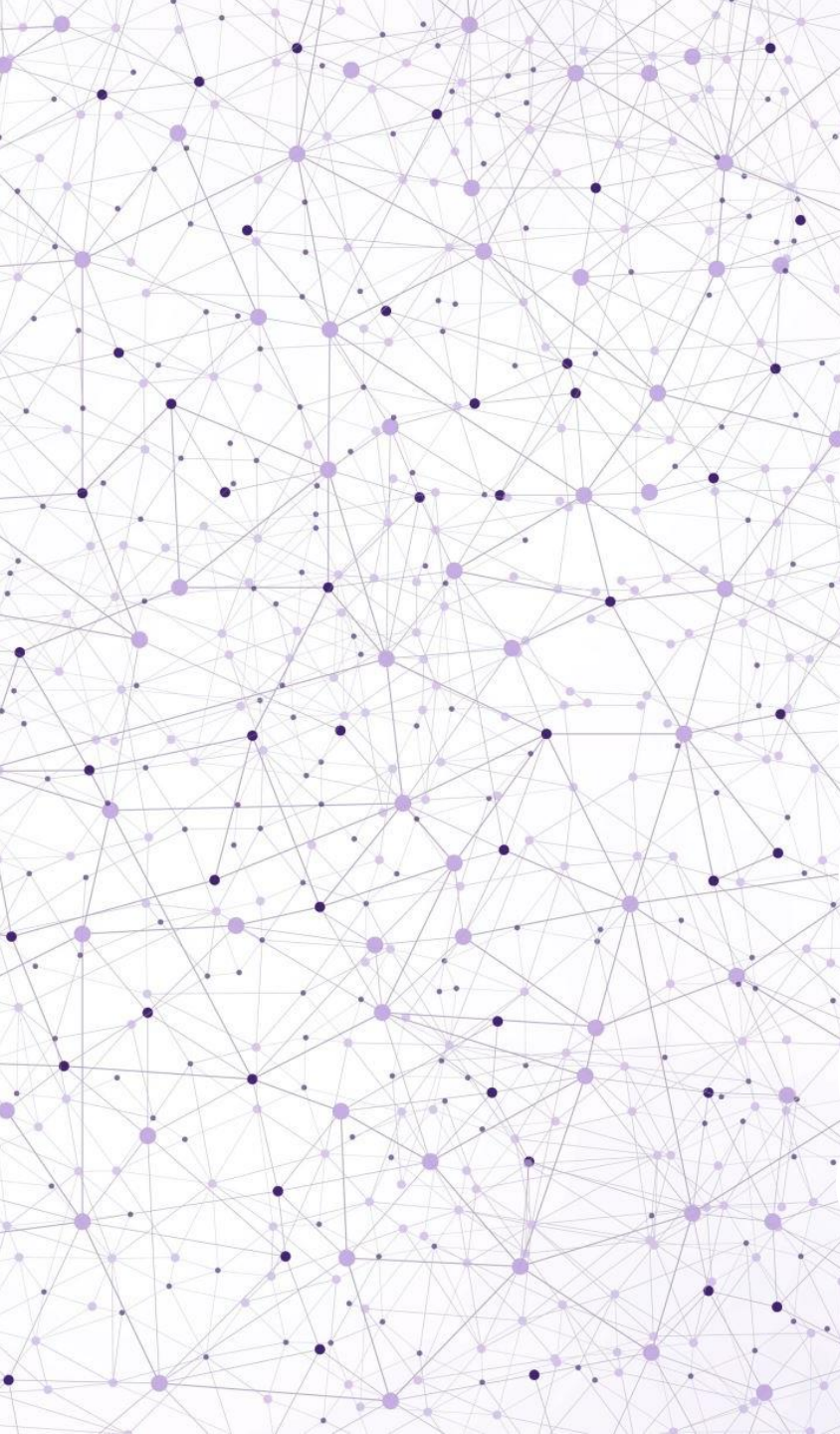
The visionary leadership of Elon Musk played a key role in this process, as he had supported the idea of reusable rockets to significantly reduce the cost of space exploration. Despite facing skepticism and skepticism from industry experts, Musk continued to pursue this goal, with the team in order to overcome technical challenges, the Falcon 9 and pushed for changes in the landing capacity (SpaceX 2023). The launch and successful landing of the Falcon 9 demonstrated Musk's unwavering determination, innovation, and ability to inspire his team to achieve the seemingly impossible. This article shows how Musk's leadership, his vision, and commitment to disruptive innovation led SpaceX to the forefront of the space industry. The road to success is paved in stone.

CONCLUSION

In conclusion, Elon Musk's visionary leadership is an inspirational beacon for aspiring leaders and entrepreneurs around the world. Through his relentless pursuit of bold goals and unwavering commitment to innovation, Musk has reshaped industries, challenged traditional norms and pushed the boundaries of what is possible.

In this presentation, we examined Musk's leadership principles and qualities, from his visionary mindset and entrepreneurial spirit to his hands-on approach to problem solving and his ability to inspire and motivate others. We've explored case studies and examples of Musk's transformative impact on the business world, from SpaceX's historic rocket launch to Tesla's groundbreaking advances in sustainable mobility.

As we reflect on Musk's extraordinary journey, we are reminded of the power of visionary leaders to create positive change and shape the future of technology, innovation and humanity. Musk's legacy will inspire generations to come, being a testament to the transformative power of bold ideas and unwavering determination. Let's embrace the lessons we've learned from Elon Musk's visionary leadership and seek to emulate his innovative spirit and bold vision in our own endeavors.



Similarities between characteristics of 20th-century and 21st-century leaders

- Visionary leadership
- A unique thinking approach drives innovation
- Adaptable approach to market conditions
- Effective leadership styles influence others
- Emphasises long-term strategic goals
- All leaders have made positive contributions to the business world (Leah and Laszlo, 2022)

Differences between characteristics of 20th-century and 21st-century leaders

- Armani and Chanel prioritise style and elegance in their fashion products (Joy, 2022)
- Jeff Bezos and Elon Musk emphasise innovation in their industries in high-risk decision making
- Risk tolerance
- Transformational and transactional leadership
- Task oriented or relationship-oriented leadership
- Communication style



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