

JEFF BEZOS FOUNDER AND CEO OF AMAZON

LEADERSHIP STYLE



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AGENDA

An Introduction to Leadership / Leadership Styles – Alina Coman

Leadership Theories – Rodica Dinu

Jeff Bezos Overview / Amazon Vision and Mission – Yani Yanakiev

Visionary Leadership Style – Alina Coman

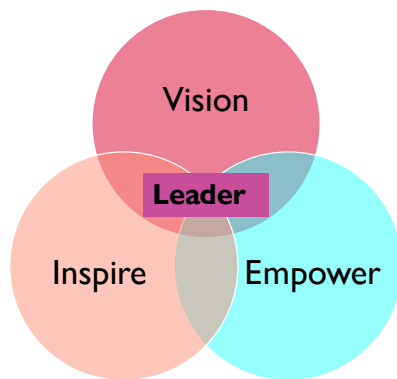
Autocratic Leadership Style – Yani Yanakiev

Democratic Leadership Style – Rodica Dinu

Transformational Leadership Style – Marcin Klytta

Conclusion – Marcin Klytta

AN INTRODUCTION TO LEADERSHIP



Leadership

Course of action a leader takes to achieve goals of the organization

Concept

Implements the process of articulating the vision to deliver the goal

(Western, 2008).

The definition of leader is complex and varies depending on people's understanding; however, a leader is characterized as someone who sets a vision, maintains flexibility, inspires people to follow the vision and develops strategic plans to achieve goals by empowering the followers to bring in change, creativity and innovation (Western, 2008).

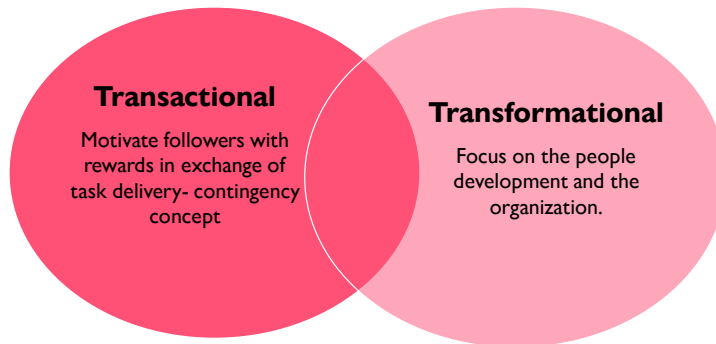
Leadership is the course of action a leader takes to achieve the organization's goals. Throughout the process, leaders use different approaches based on the traits and qualities which define the leadership styles (Western, 2008).

The concept of leadership uses various theories and styles such as Great-man Theory, Contingency theory, Trait Theory and Behavior Theory, Process Leadership Theory (Khan, Nawaz and Khan, 2016).

Leadership styles

Alina Coman (1919781)

According to the literature, leadership style are divided in two theories

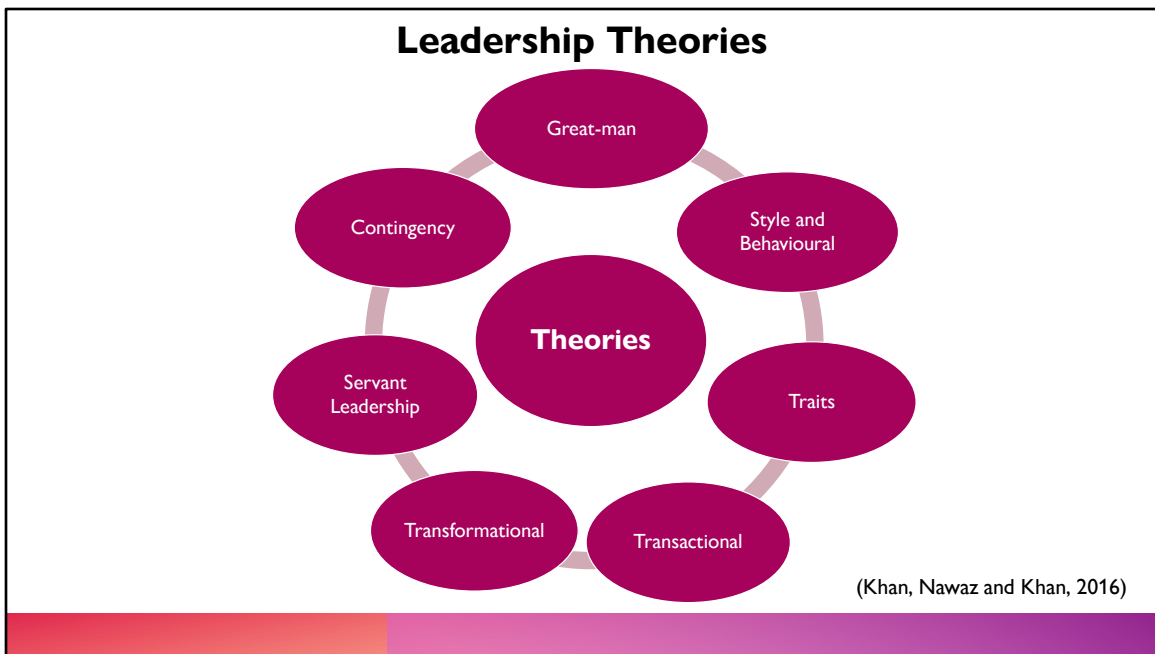


(Amanchukwu, Stanley, and Ololube, 2015)

Culture dramatically influences leadership, which upholds customary norms, customs, and beliefs. The links between corporate ethics and organizational leadership improve organizational life for the benefit of the organization's workers and the general public. According to the research, both employee perceptions of an executive's transactional or transformational leadership style had a high positive correlation (Amanchukwu, Stanley and Ololube, 2015).

Transformational leadership focus on the follower's development, boosting their inspiration and morale by adding value. Transformational leadership aims to transform the followers' minds and hearts, broaden their vision, insight, and understanding, clarify their motivations, and align their behaviors with their values and guiding principles. These modifications ought to be long-lasting, self-sustaining, and momentum-generating.

Transactional – The "trades" between the leader and the followers, in which the followers are compensated for accomplishing particular goals or performance standards, constitute the basis of transactional leadership. The transactional leader will confirm the relationship between performance and reward (Amanchukwu, Stanley and Ololube, 2015).



Why and how some individuals become leaders are explained through the theories. Literature on leadership reveals that theories have evolved and improved over time, and that no perspective is totally irrelevant (Khan, Nawaz and Khan, 2016).

- The Great Man Theory argues that great leaders are born, not formed, and possess unique characteristics (Khan, Nawaz and Khan, 2016).
- The trait theory of leadership posits that leaders are distinguished from other persons by a set of traits (Colbert et al., 2012).
- According to Fred E. Fielder's contingency theory of leadership, a leader's effectiveness in achieving great group performance depends on whether or not his leadership style is suited to a given situation (Wong-Mingji, 2013).
- An unusual approach to leadership, servant leadership focuses on the well-being of the individuals being served through a set of behaviours and practices (Greenleaf, 2014).
- Transformational leadership can be characterised as the alignment of leaders' and followers' values, motivations, needs, and desires in order to achieve

specific goals (Hooijberg and Lane, 2013).

- Transactional leadership is a style of leadership that employs incentives and penalties to motivate and direct followers (Humphrey, 2014).
- Style and behaviour. According to this view, leaders are not born successful, but they can acquire leadership skills through instruction and observation (WGU, 2020).

JEFF BEZOS OVERVIEW

As one of the most successful leaders, Jeff Bezos is currently classified in Forbes Billionaire List as the second richest person worldwide, with a net worth of \$171 billion (Dolan and Peterson-Whithorn, 2022).

Jeff Bezos was born in 1964 in Albuquerque, New Mexico. He graduated from Princeton University with a degree in engineering and computer science. He developed his career working in different firms along with the Banker Trust D.E., where he rapidly became the vice president of the entrepreneurial department of e-commerce (Stone, 2013).

His experience at Banker Trust led him to the foundation of Amazon in 1994, an online bookstore with the vision to become the number one store in e-commerce to transform Amazon into an "everything sells" store.

Jeff Bezos's culture emphasises five values: Customer Obsession, Frugality, Bias For Action, Ownership and A High Bar For. As a result of his focus on these values in 1999, Amazon had a 99 per cent increase in sales and three million new users.

(Dolan and Peterson-Whithorn, 2022) (Stone, 2013) (Gregory, 2022)

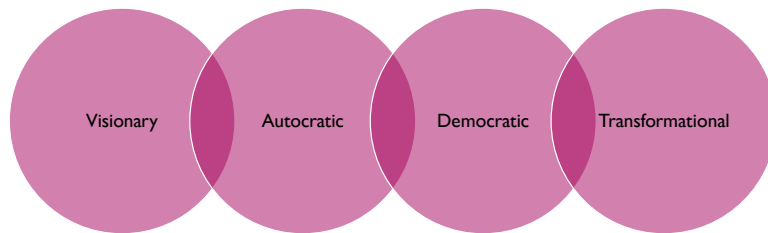
AMAZON VISION AND MISSION



(Gregory, 2022)

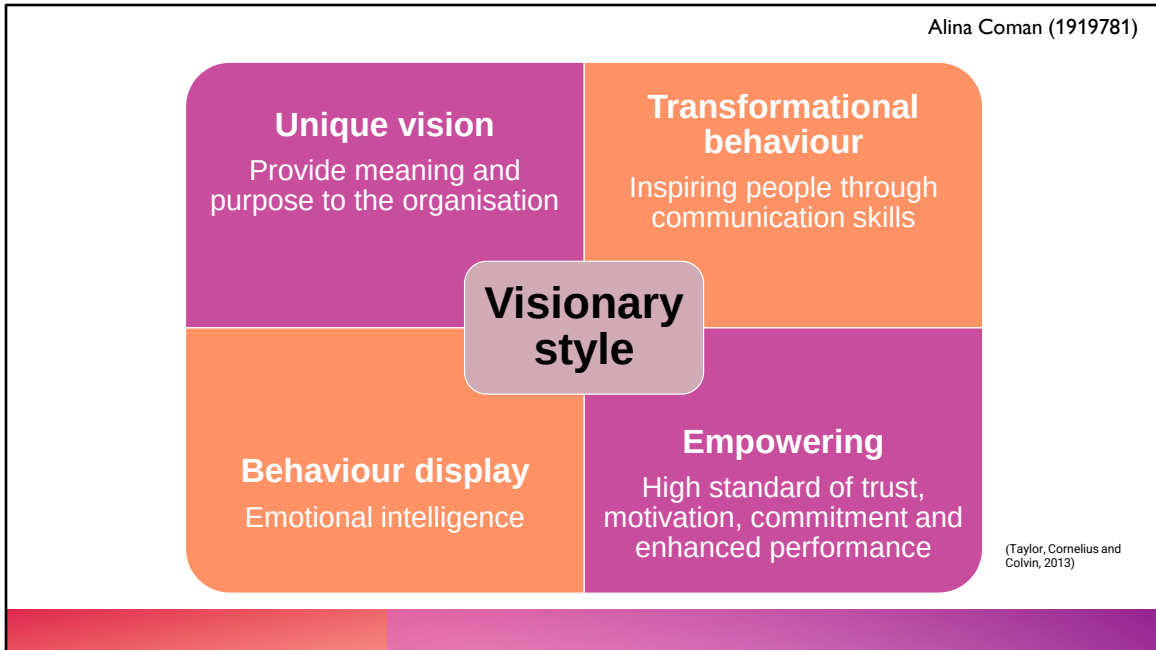
- According to Gregory (2022) Jeff Bezos's vision statement aspires for Amazon to become the top e-commerce firm in the world, by prioritising workplace health and safety, emphasising global reach, and being the best employer and safest workplace.
- At the same time, the mission statement strongly emphasises the customers and guarantees appealing e-commerce services. The most notable aspects of Amazon's business mission statement include the lowest prices, the largest assortment of products and services, the ease of e-commerce, and the company's global market leadership (Gregory, 2022).

The following Leadership Styles will be analysed on Jeff
Bezos Case-study



VISIONARY LEADERSHIP STYLE

ALINA COMAN



The capacity to formulate and communicate distinct visions that give an organization meaning and purpose defines as visionary leadership. Visionary leaders create their unique vision and inspire followers through communication skills. Visionary leaders adopt transformational behaviors and set a high standard of trust, confidence and motivation, enhancing the organization's performance, which leads to success (Taylor, Cornelius and Colvin, 2013)

Jeff Bezos leadership analysis

One empty chair rule

- The empty chair rule is one of the key to success of Amazon
- Providing the customer presence in the meeting implements and keep up the focus on employees and executives

(Ritson, 2021)

Two pizzas strategy

- Create small team to focus on efficiency and increase performance
- Small team allows space for innovation and efficient communication
- Flywheels approach

(Hern, 2018)

Emotional intelligence

- Recognise the challenge and its impact on the employees
- Accept criticism with professionalism and protect Amazon culture
- Develop strong, collaborating teams and foster an environment of growth

(Morgan, 2020)

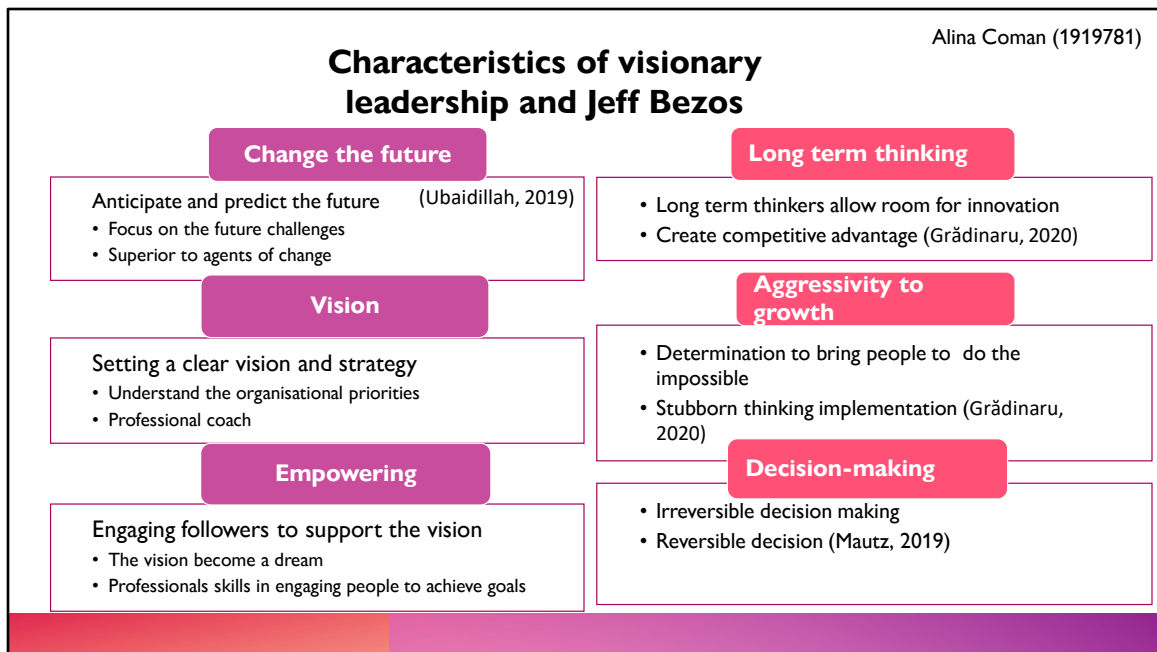
Jeff Bezos has a leadership style that is unique in many ways. By putting his 164 million consumers ahead of his 56,000 staff, Bezos exemplifies the strength of a new business strategy. Bezos prioritizes exceptional customer service as the cornerstone of Amazon's business culture and uses innovative leadership principles (Dudovskiy, 2022).

The empty chair rule is one of Jeff Bezos' tactics for realising his vision. To better grasp the consumer's demands, he will send executives and other team members to customer service training. Additionally, he will examine client emails and provide him with suggestions for new goods and services (Ritson, 2021).

Two pizzas rule- Jeff Bezos's strategy of creating small teams focused on completing individual tasks benefits the company through quick and easy problem identification and effective communication, creating a safe and healthy working environment that fosters a sense of empowerment and trust among the staff (Hern, 2018).

Emotional intelligence-When leaders acknowledge their challenges, they

become more empathetic and able to build trustworthy relationships with their people. Even prosperous firms encounter obstacles, but ignoring them may cause leaders and employees to repress their emotions. A key component of emotional intelligence is self-awareness, which is the knowledge of one's strengths and weaknesses. Because Bezos is aware that he does not own all of the answers, he builds teams with individuals who are more competent or more skilled than he is. He can create solid and cooperating teams because of his self-awareness, and he fosters a growth-oriented environment at Amazon where employees seek to own their mistakes and make improvements (Morgan, 2020).



Three qualities characterize visionary leaders: think about the future, they lay out the vision in detail, describe it clearly, and develop a strategy to make it a reality and support for the vision- represents the desire for exceptional success (Ubaidillah, Chistiana and Sahrandi, 2019).

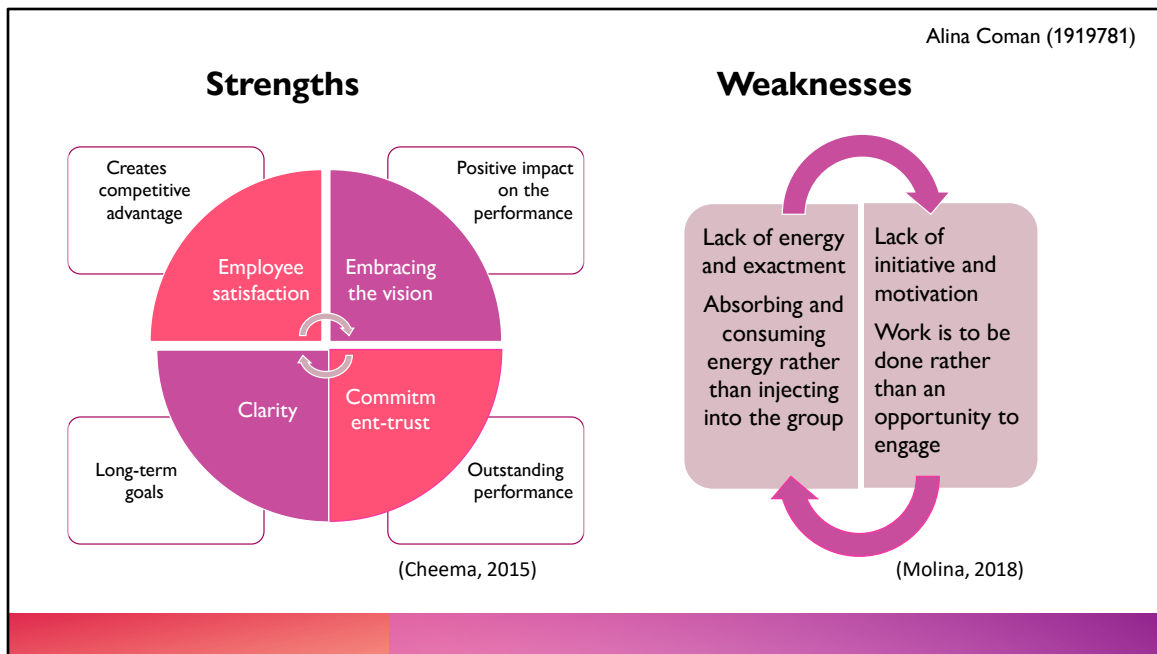
Think longs term- One of his greatest assets is the long-term perspective strategy on business. While other business owners might attempt to focus on maximizing short-term profit, Bezos employs techniques that guarantee Amazon's long-term relevance in a market that is becoming more competitive. A long-term perspective, in his opinion, allows the company more room for innovation, experimentation, and failure- example of long-term project is Kindle, Amazon Prime and web which focuses on customer satisfaction (Gradinaru, 2020). According to Statista (Richter,2022), Jeff Bezos has turn Amazon from 50 Billion business in 2010 to 469 billion in 2022.

Aggressivity to growth- It is essential to highlight that Jeff Bezos' focus on transforming his staff to the extreme of capabilities and inspiration with the essence of the transformational leadership theory, which explain the success of

amazon today. In order to facilitate its development, the company still employs this management strategy today (Gradinaru, 2020).

Irreversible decision- are the decision that are made by the top executive and high experience people, as there is no coming back from it and therefore the risk is high.

Reversible decision- are the decision that empower follower to take part on it and the risk is low (Mautz, 2019).



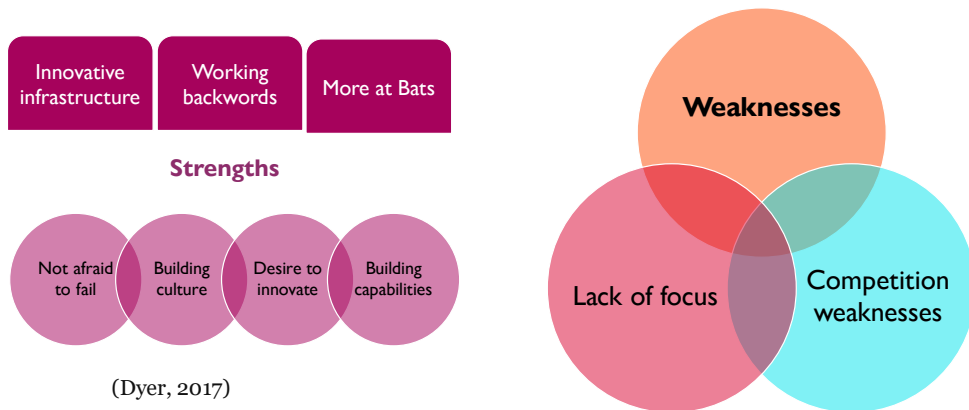
Employees satisfaction- the preceding assertions that adopting a vision produces favourable benefits on performance are supported by the fact that employees who rely on their manager's vision for guidance in their everyday job have reported improved employee satisfaction.

Clarity- employees grasp the organization's long-term goals through its vision and strive toward achieving them; as a result, they carry out their duties to make their leader's vision a reality.

Commitment-trust- employee commitment and engagement are positively correlated, which demonstrates how employee commitment results in exceptional performance and increases employee engagement levels. As well as trustworthy workplace, a culture of responsibility is fostered (Cheema, 2015).

Embracing the vision- visionary leaders must collaborate with their teams to construct a strategy and a vision for the institution by actively motivating others. Once everyone in the team is aware of what needs to be done, the leader must motivate them and give them the confidence to do the job without constant supervision (Molina, 2018)

JEFF BEZOS STRENGTH AND WEAKNESSES



Working-backwards-The format establishes a straightforward, standard interface for putting concepts into action. A communication system that benefit everyone within the organization by using press release, FAQ List and A Portrayal of the customer experience. More at Bats is another strength that embrace failure positively and transform into innovation. The organization culture is another strength of Jeff Bezos, he is hiring people with desire to innovate and develop (Dyer, 2017).

The lens of contingency leadership theory can be used to examine Jeff Bezos' leadership style. The leadership style of Jeff Bezos has been described as challenging, competitive, and demanding. A case may be made that such a leadership approach was appropriate given the circumstances during the company's inception when it was necessary to enhance its position in a rapid expanding industry (Ubaidillah, Chistiana and Sahrandi, 2019).

AUTOCRATIC LEADERSHIP STYLE

YANI YANAKIEV

AUTOCRATIC LEADERSHIP DEFINITION

In Autocratic leadership, one person takes control over a group of members, known as an autocratic leader. The leaders make all Important decisions and choices based on their own beliefs. An autocratic leader does not allow others to be involved and does not need suggestions or advice from them.

(The Economic Times, 2022)

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AUTOCRATS

Adolf Hitler

Queen Elisabeth I

Napoleon Bonaparte

Richard Nixon

Attila the Hun

Benito Mussolini

King Henry III

Vladimir Putin

Turkish president Erdogan

Kim Jong-un

Bill Gates

Elon Musk

Marta Steward

(Larres, 2022)

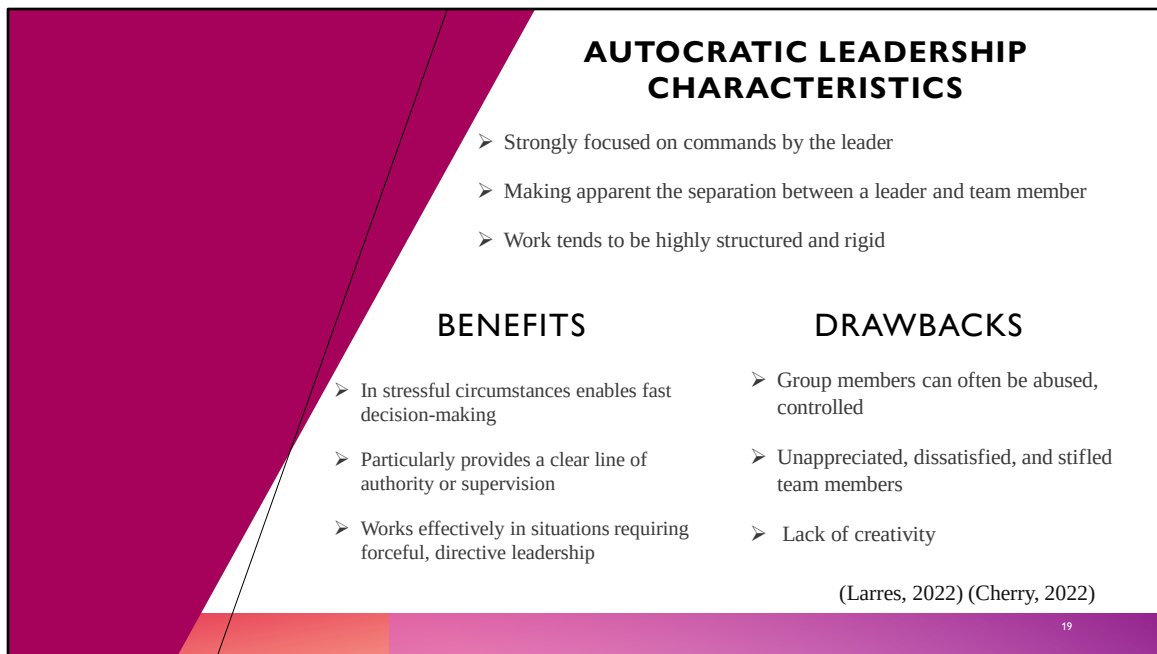
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Many leaders used autocratic leadership in the past, including Adolf Hitler, Queen Elisabeth I, Napoleon Bonaparte, Richard Nixon, Attila the Hun, Benito Mussolini, King Henry III, and others. Nowadays, people like Vladimir Putin, Turkish president Erdogan, Kim Jong-un, Bill Gates, Elon Musk and even Marta Steward use autocratic leadership and can be pointed as autocrats (Larres, 2022).

On closer look, the autocrats don't impress with their personalities. They often suffer from insecurity and are over-emotional. In many cases, they play as bossy and strict with every group member. Need to be the best of the best and have the impulsive need to control and receive attention.

(Larres, 2022).

Like other leadership styles, autocratic leadership has its benefits and weaknesses. People who mainly use this leadership style are on a high level in the management hierarchy, like directors, CEOs, and people with the power to control where all benefits can be used in certain situations.



Autocratic leadership is strongly focused on commands by the leader, making apparent the separation between a leader and team member, and work tends to be highly structured and rigid.

The benefits of this leadership style can be helpful for leaders who need to take fast and effective decisions without consulting with others. Autocratic leadership is more effective in small groups with no leadership, like student group work or project members who suffer from the wrong organisation. Autocratic leadership is helpful when a deadline or crisis situation pressure is involved. In those situations, group members can be stressed and worried about making decisions and may prefer an autocratic leadership style. The leader can separate the task duties between the team members. This separation helps each member to become highly skilled at performing specific duties, which could help the entire group succeed in their aim (Larres, 2022).

One of the downsides of autocratic leadership can be seen in leaders who often abuse, control, or apply dictatorship over others. In small groups, this behaviour can affect the project. If skilled team members feel their knowledge and contribution are undermined, that could cause a problem. The group work can also be affected when

the member feels unappreciated, dissatisfied, and stifled because of his leader's decisions. Some researchers have found that autocratic leadership can cause a lack of creativity or problem solutions affecting group performance (Cherry, 2022).

JEFF BEZOS AS AUTOCRAT



- ❖ Employees high standards
- ❖ Overrides decisions
- ❖ 20 minutes of silence
- ❖ All for the company

Jeff Bezos possesses the prudence not to cross the thin line and to be conquered by the autocratic leadership style. He knows where the limits are and when and how to overrule the decisions, especially when they will be as beneficial for the organisation.

(Moram, 2020) (McGinn, 2013) (Sengupta, 2014)

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One of the leaders using an autocratic leadership style is Jeff Bezos. He mainly combines transformational and autocratic leadership styles. During Jeff Bezos's leadership years, a lean heavily toward the autocratic leadership style was often observed. Bezos has high standards for his employees and regularly overrides decisions, even those made by his team's brightest members. He makes significant investments in Amazon and Blue Origins launches without promising short-term returns. His decision-making style and the power he shows sometimes make him sound like a dictator to some of his employees, which is not acceptable. The fact that most of Bezos's meetings started with 20 minutes of silence, so every member read the memo is a different way of how his business operates. In this memo, Bezos explains what changes need to be made and what decisions are already made by himself. After everyone has read, the memos have to start a discussion where most of the time, is not needed because the decisions were already made and the members have to follow. However, Bezos is ready to change his strategy if he can identify the apparent advantages for his company. According to that, Amazon's culture matches the leadership style of its owner to be single-minded, ambitious and have the power to change the world (Moram, 2020) (McGinn, 2013).

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Additionally, he exhibits strategic leadership, enabling him to present specific and creative plans that help his firm succeed, including a team leadership style. His leadership style is innovative and visionary. He collaborates with different visionary types to make a sustainable and healthy organisation (McGinn, 2013).

DEMOCRATIC LEADERSHIP STYLE

RODICA DINU

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DEMOCRATIC LEADERSHIP STYLE



Primary objectives

To build
commitment

To generate
new ideas

(Buck, 2018)

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- The main goals of a democratic leadership approach, according to Buck (2018), are to foster commitment and encourage innovative thinking.
- A democratic leader inspires respect, trust, and commitment, and people are encouraged to share their ideas and feel more invested in projects. Hence, they care more about the outcome, which could lead to better ideas and new ways to solve problems (Goleman, 2000). The style is consultative and participatory soliciting opinions from all employees (Matlwa, 2009).

DEMOCRATIC LEADER TRAITS

MAIN CHARACTERISTICS



FURTHER CHARACTERISTICS



(Buck,2018) (Cherry,2022) (Gastil, 1994) (Levy, 2019)

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- According to Gastil (1994), democratic leadership is characterised by accomplishing three tasks: allocating responsibility among the group, empowering members of the group, and supporting the group's decision-making process.
- Although the group leader has final decision-making authority, he is a good listener (Levy, 2019). Furthermore, has a "team player" attitude which encourages the members to express their thoughts and opinions, where creativity is supported and recompensed, making the group members feel more engaged in the activities (Cherry, 2022a).
- Democratic leaders encourage different viewpoints and avoid silencing dissenting or unpopular opinions (Cherry,2022a). They actually cherish the group members' viewpoints and actively seek feedback, rewarding performance and giving negative feedback on rare occasions (Buck, 2018).

DEMOCRATIC LEADERSHIP STYLE

STRENGTHS

Creativity and innovation

Build trust, respect and commitment

Increases adaptability and accountability

WEAKNESSES



Time-consuming



Slower decision-making process



Team members might lose trust



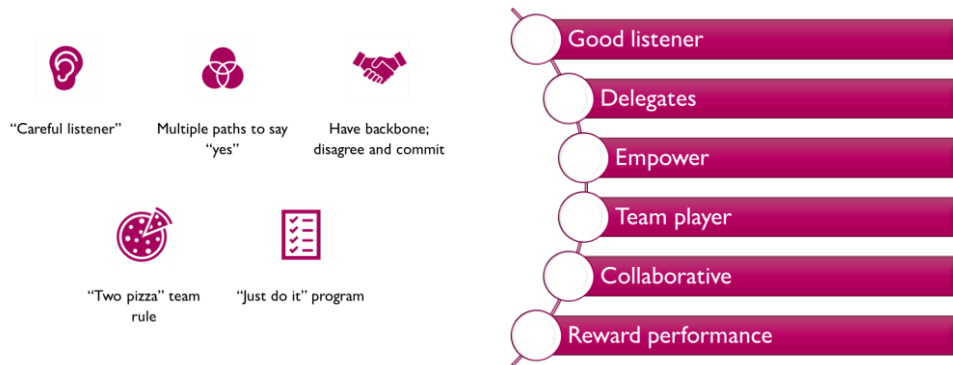
Unsuitable when a quick decision must be made

(Cherry,2022) (Goleman, 2000) (Kippenberger, 2002)

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- One strength is that employees which are led by a democratic leader are more creative and are able to generate new solutions to solve problems or take the business to the next level through innovative ideas, feeling that their opinions matter, increasing engagement (Cherry,2022a).
- A leader builds trust, respect, and commitment by soliciting the opinions and support of others and fosters greater adaptability and accountability by allowing employees to take part in the decision-making process (Goleman, 2000). However, the democratic leader can lose trust and credibility if continually seeks opinions without reaching a final decision.
- Group participation can be time-consuming; hence, decision-making can be slower than it would be in an authoritative style. In spite of that, in times of crisis, even the most transparent and democratic leader must be able to issue highly prescriptive directives (Kippenberger, 2002).

IS JEFF BEZOS A DEMOCRATIC LEADER?



(Alberg, 2021) (AWS, n.d) (Denning, 2018) (Dyer, Furr and Hendron, 2019) (Gilchrist, 2018) (Hern, 2018) (McKinsey & Company, 2020) (Ward, 2017)

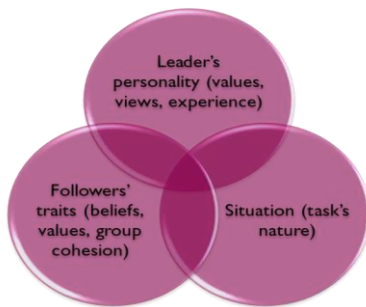
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- According to Alberg (2021), former Amazon board member Jeff Bezos is a "careful listener" that prefers to hear what others have to say without influencing them with his own opinion (Dyer, Furr and Hendron, 2019) in search of new ideas.
- Amazon is designed around many paths to say "yes" when it comes to small projects, with multiple executives at various levels of the organisation's hierarchy empowered to take decisions and approve projects (Denning, 2018). Bezos trusts his staff and encourages and empowers them to try new things and take risks, even if he disagrees with the direction the project is headed (Dyer, Furr and Hendron 2019). Bezos and all the teams he manages firmly believe in Amazon's principle "Have Backbone; Disagree and Commit". This principle emphasises the need to openly support and commit to decisions that have been made, even if one was not initially in agreement (Ward, 2017), leading to supporting the group decision-making process. However, when it comes to projects that have the potential to change the entire company's course, he still has the final say as "chief slowdown officer" (Denning, 2018). His leadership style shifts depending on the type of decision to be made and the scale of the project; following the contingency leadership theory, the leader's effectiveness depends on how well his style matches the situation.
- Bezos believes in collaboration and teamwork (Gilchrist, 2018). However, for a

team to be efficient and manageable, he established the rule that any internal team must be small enough to be fed with two pizzas (Hern, 2018), and all teams must collaborate where communication between the teams is essential (AWS,n.d).

- Another democratic characteristic that, although not connected directly to Jeff Bezos's leadership style, is connected with Amazon's management style, which is asking for feedback. The company developed "Connections", a tool that prompts every employee with daily questions upon logging into their workstation or computer to provide feedback to their managers. The questions concern the work environment, the manager's effectiveness, team dynamics, and obstacles preventing employees from innovating for customers (McKinsey&Company, 2020).
- During the company-wide meetings, Jeff Bezos awards the person or team responsible for the improvement with a Nike sneaker, a modest yet powerful acknowledgement that maintains the culture of allowing people to solve challenges (McKinsey&Company, 2020).

LEADERSHIP STYLE AND EFFECTIVENESS



Adaptability



Integrity

Leaders must adjust their style, but not to the point of creating a "fake self".

(Kippenberger, 2002)

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According to Kippenberger (2002):

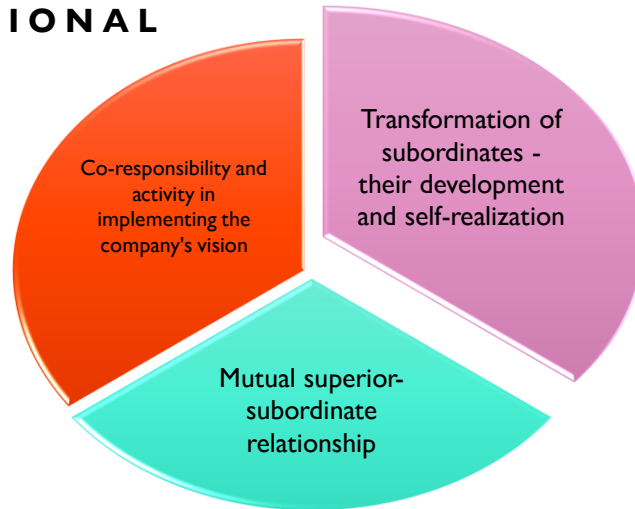
- Leadership styles are mirrored in one's behaviours and attitudes, which result from intricate connections between how we think and feel, where an effective leadership style should be consistent with the leader's personality, the traits of the group being led, and the circumstances.
- Effective leaders adapt their approach to the situation daily but must retain an underlying consistency to sustain morale and motivation.
- Integrity is a fundamental principle of effective leadership essential for gaining both trust and commitment.
- The development of the team is an important indicator to track for effective leadership, and growth happens when the leader gives the team freedom to make their own decisions, risk failing, and learn from their mistakes (Forbes, 2021). Bezos has always encouraged the teams he manages to take significant risks and embrace failure (Scipioni, 2021). According to LinkedIn (2022) research, Amazon is the top workplace for professional development in 2022 in the United States.

TRANSFORMATIONAL LEADERSHIP STYLE

MARCIN KLYTTA

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TRANSFORMATIONAL LEADERSHIP



Siangchokyoo et al., 2016

These concepts were initially introduced by leadership expert James McGregor Burns. According to his theory, this type of leadership can be seen when leaders and their subordinates unite with each other, achieving a higher level of motivation and ethics. (Burns, 1978) These theories were later developed by researcher Bernard M. Bass, who defined the above theory based on its effect on subordinates. According to Bass, it's the leader's attributes that set them apart from other types of managers (Bass and Riggio, 2010).

Transformational leadership is mainly about inspiring and encouraging subordinates to act and solve problems on their own.

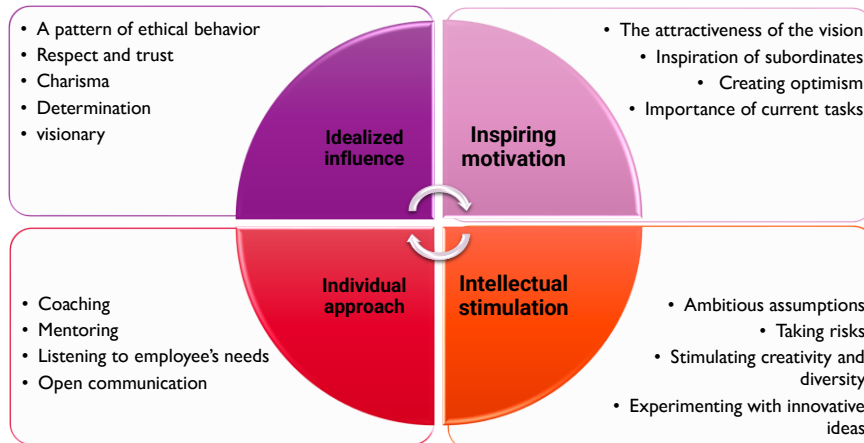
The leader is focused on making the employee aware of the importance of his efforts and achievements. The basis of the transformational relationship is therefore giving meaning and meaning to work, co-responsibility, developing people within the organization (Siangchokyoo et al., 2016).

The charisma of the leader and the creation of an active and energetic team that will strive for development are really important. The usefulness of this

form, however, depends on the transformation of subordinates (Khan, Nawaz and Khan, 2016).

Transformational leadership is the type of leadership considered to be one of the most popular in the enterprise, especially in organizations where culture is a source of employee satisfaction and productivity.

Components of transformational leadership:



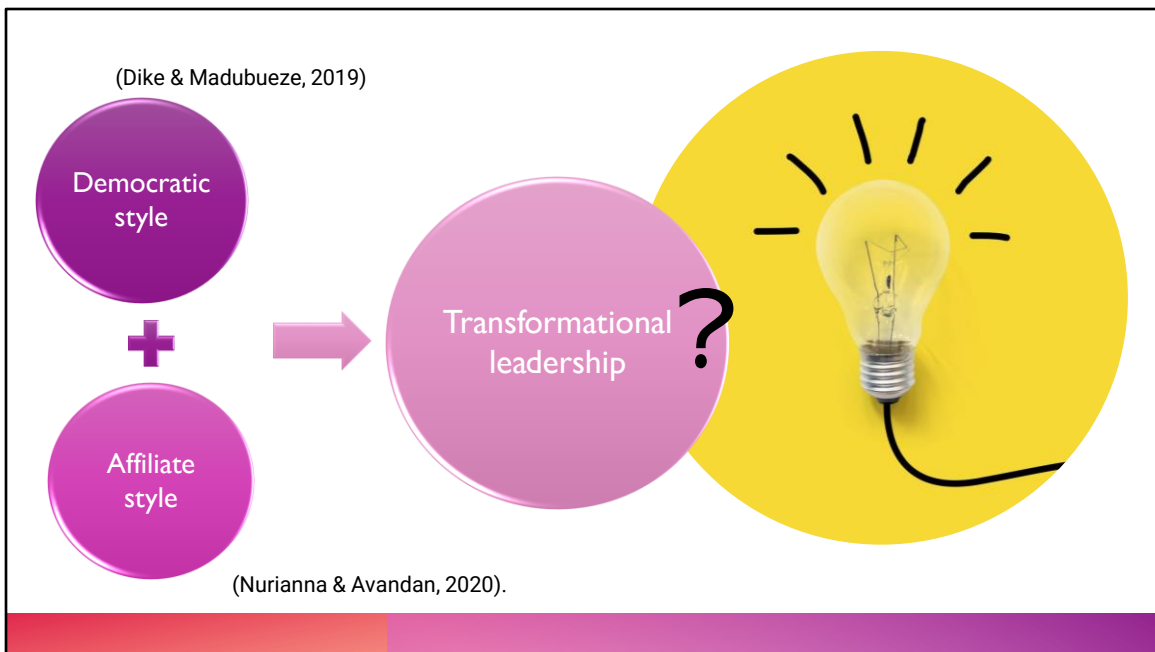
Bass and Riggio (2010)

Idealized influence: charisma / ideological influence - the behavior and commitment of the leader stimulates employees - they strongly identify with him. The leader is perceived as a person determined in pursuing the goal, has a clearly defined vision.

Inspiring Motivation: The leader presents an optimistic and realistic vision of the future, then encourages subordinates to increase their expectations and effort to achieve this goal

Individual approach: the leader shows interest in the personal and professional development of team members; aware of the needs of his subordinates, motivates them and creates opportunities for learning

Intellectual stimulation: the leader plays the role of a mentor and coach, supports the creativity of employees. Thanks to this, they are in a continuous process of improving their qualifications

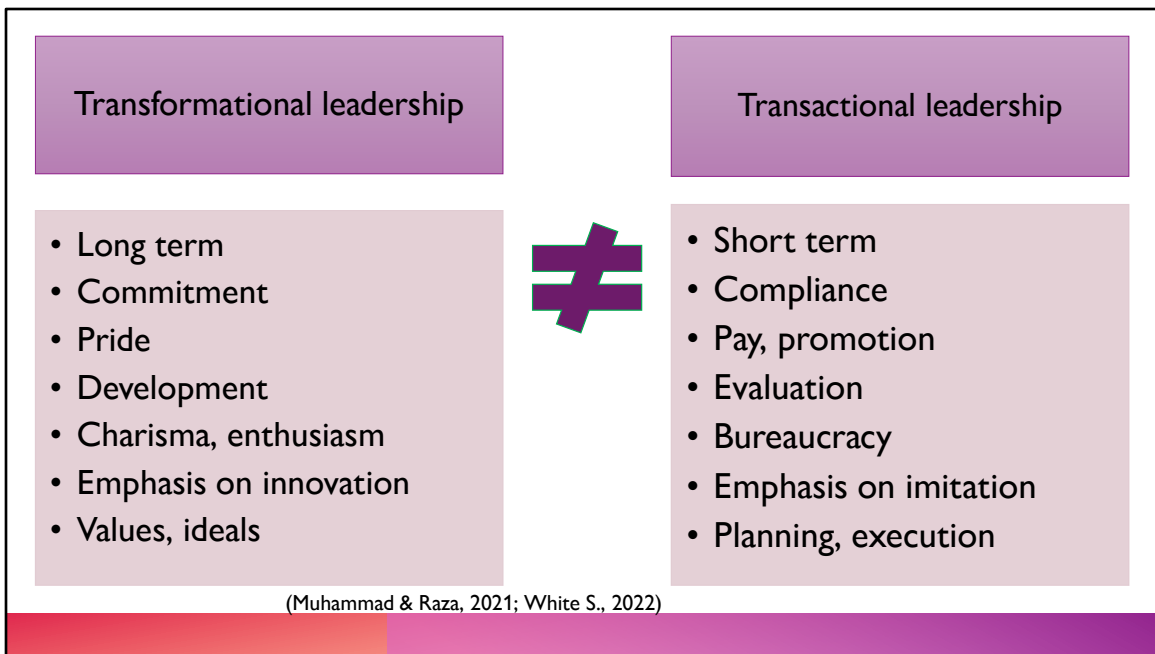


Transformational leadership has many features in common with democratic and affiliate style.

In a democratic style, the opinion of each group member is important. Decisions are made jointly. Employees have a lot of independence, which allows them to be inventive and creative. (Dike and Madubueze, 2019)

The affiliate style focuses on people's needs and building leader-employee relationships (Thoha and Avandana, 2020). This style is focused on building harmony and understanding in the team. The manager supports the team, helps. The result is greater cooperation and loyalty to the boss and the team.

The big advantage of transformational leadership is quick and decisive decision-making (this is where it differs from democratic and affiliate styles). The leader should react quickly to competitive volatility. This requires high qualifications, competence and experience.



Transformational Leadership:

- importance of charisma and enthusiasm to inspire employees
- the leader emphasizes the values and needs of employees
- focused on innovation

Transactional Leadership:

- rewards and punishments useful for motivating employees
- the leader emphasizes his relationship with his followers
- focused on planning and execution

Leadership Principles according to Jeff Bezos:

1. responsibility
2. right decisions
3. ingenuity and simplification
4. learning and curiosity
5. hiring and developing the best
6. high standards
7. broad horizons and ambitions
8. specific actions
9. saving
10. building trust
11. insight
12. boldly expressing opinions and implementing decisions



(Dean, 2021)

1. Everyone who is part of Amazon - should think like the owners of the company. This means thinking about the long-term effects of your decisions instead of the short-term benefits.

- Amazon offers employees shares of the company
- Motivates to be independent
- Encourages experimentation and innovation

2. Leaders are able to accurately assess the situation and are guided by strong business intuition. They seek different perspectives and can be critical of their own beliefs.

3. Leaders always find ways to make things easier with the ingenuity of their teams.

4. Amazon appreciates employees who never stop growing.

5. The company constantly offers employees new opportunities.

6. Leaders constantly raise the bar and motivate their teams to deliver high-quality products, services and processes.
7. Amazon creates products with a global reach and expects courage, ambition and original ideas from its employees.
8. Bezos is convinced that "if you don't invest in failure and take risks, you don't grow and think globally"
9. Amazon's goal is to do more with less. Why hire more employees and raise budgets if you can increase productivity by implementing innovative ideas
10. Leaders openly admit when they are wrong, even when it is uncomfortable or embarrassing.
11. Leaders do not lose control of the details: from monitoring the current situation to performance metrics - no decision is made without their knowledge.
12. Leaders should be able to make difficult decisions and refuse, even when it is inconvenient or tiring for them.

CONCLUSION

- Visionary leaders create their unique vision and inspire followers. Bezos employs visionary leadership philosophies, prioritising excellent customer service. The vision that commands attention in visionary leadership is an admirable dream that will materialise in the future.
- In autocratic leadership, the leader controls all the decisions and takes very little input from other group members. Bezos has high standards for his employees and regularly overrides decisions, even those made by his team's brightest members
- A democratic leader involves team members in decision-making, encouraging them to express their thoughts and opinions. Although Jeff Bezos is not fully committed to democratic leadership, certain characteristics of this approach are mirrored in his unique leadership style.
- Transformational leadership is a style of innovation, transformation and development, empowering followers to take decisions and solve problems on their own within the organisation.

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