



Leadership & Management Theory and Practice
Group presentation –Group no. 5

Contents

1. Introduction
2. Understanding Leadership
3. 20th Century Leader – Walt Disney (Bianca Paunescu – 2024896)
4. 20th Century Leader – Henry Ford (Irina Comendant – 2027756)
5. 21st Century Leader – Bill Gates (Xenia Paun – 2029760)
6. 21st Century Leader – Elon Musk (Larisa Tamas – 2023296)
7. Similarities and Differences between leaders
8. Leadership Theories
9. Conclusions
10. References



Introduction

- Leadership is the art of guiding and inspiring individuals or groups toward shared goals. More than just a position, it involves a set of qualities and skills that empower individuals to navigate challenges and drive positive change.
- In its various forms, leadership takes shape through charismatic figures, strategic thinkers, empathetic communicators, and visionary innovators. Whether in the context of business, politics, education, or social movements, effective leadership plays a pivotal role in shaping the direction and success of endeavours. In this presentation, we are going to explore the fascinating world of leadership styles of 20th and 21st century.
- By the end of this presentation, you'll have a better understanding of leadership and be better equipped to lead effectively the chosen organisation.

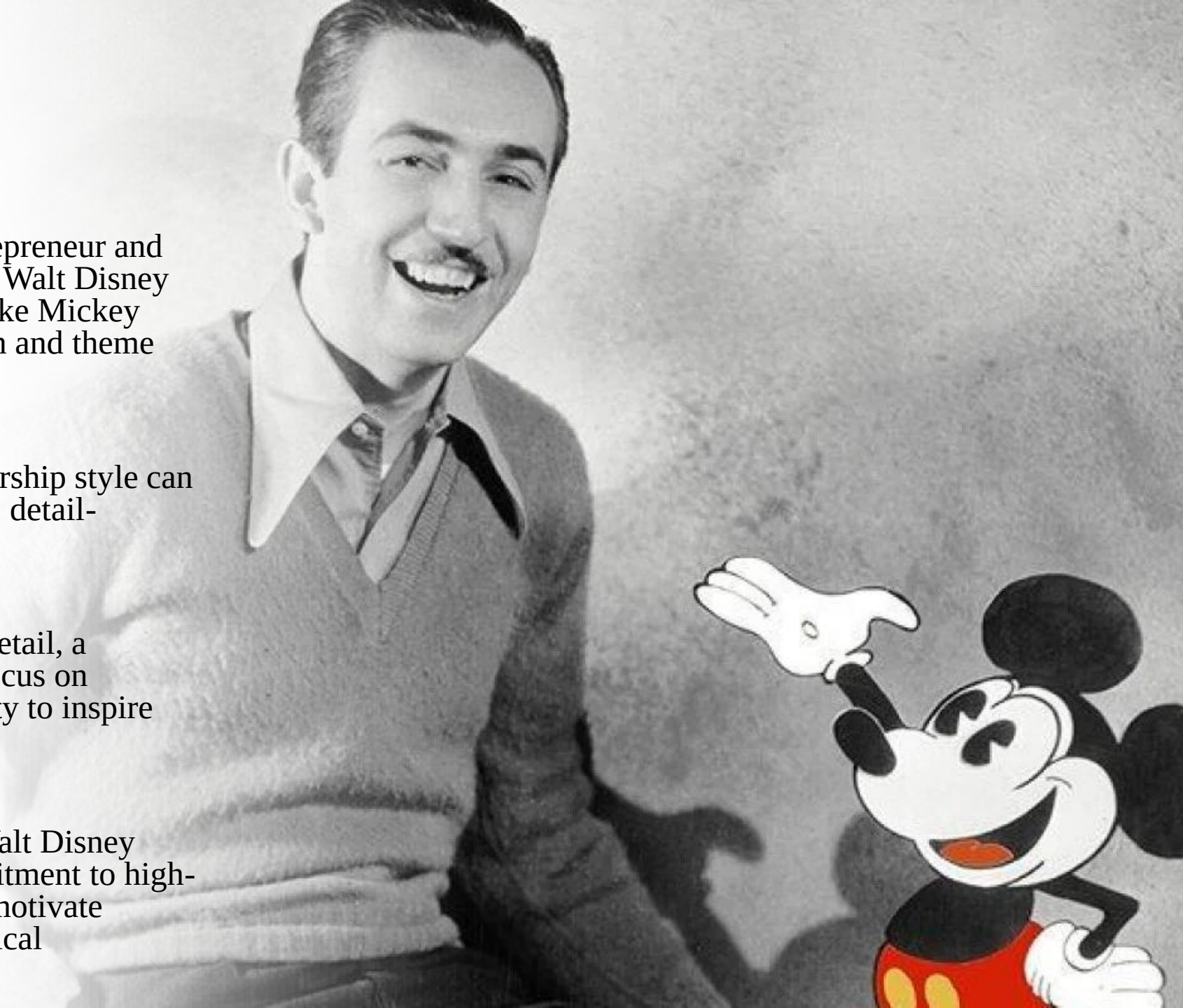
Understanding Leadership

- Business leadership is a critical aspect of any organisation's success. It involves individuals taking on leadership roles within a business or corporate setting to guide, motivate, and inspire employees, drive strategic initiatives, and achieve the company's goals.
- Leadership is an influential process through which appointed individuals inspire trust and confidence in their followers in achieving vital organisational goals and objectives (Corbett & Spinello, 2020).
- The most successful leaders are those who can adapt to changing circumstances, inspire their teams, and drive their organisations toward long-term success, while maintaining a positive and ethical organisational culture.

Walt Disney

Walt Disney was a famous American entrepreneur and film producer known for co-founding The Walt Disney Company and creating iconic characters like Mickey Mouse. His work revolutionised animation and theme park entertainment.

- **Leadership Style** - Walt Disney's leadership style can be summarised as visionary, innovative, detail-oriented, and customer-centric.
- **Leadership Behaviour** - Attention to detail, a willingness to take calculated risks, a focus on storytelling, perseverance, and the ability to inspire and motivate his team.
- **Followers Appeal** - People followed Walt Disney because of his creative spirit, his commitment to high-quality work, his ability to inspire and motivate others, and his focus on delivering magical experiences to customers.



Henry Ford

Henry Ford was an important 20th century business leader who changed the automobile industry. His conveyor belt and manufacturing innovations reduced costs and increased production volumes.

- **Leadership Style:** The style is authoritarian, and it was characterized by bottom-up decision making.
- **Leadership Behaviour:** Henry Ford's leadership behaviour was autocratic and focused on efficiency.
- **Followers Appeal:** Henry Ford's innovative mass production methods and affordable cars appealed to consumers and some workers.



Bill Gates

Bill Gates is widely recognised as one of the most influential leaders of the 20th century. He co-founded Microsoft in 1975, initially focusing on software for personal computers (Yoffie et al., 2021).

- **Leadership Style** - A close look at Bill's Leadership style reveals a strong emphasis on Transformational leadership.
- **Leadership Behaviour** - Being aware of individualised consideration enabled him to tailor his solution to meet employees' unique needs (Corbett & Spinello, 2020).
- **Followers Appeal** - His reputation as a leader extends far beyond the confines of the business world and serves as a constant source of motivation.



Elon Musk

A renowned entrepreneur and innovator leading Tesla, SpaceX, and other innovative companies, known for his groundbreaking work in electric vehicles, space exploration, and renewable energy.

- **Leadership Style:** visionary and transformational; his commitment is to innovation and solving global issues.
- **Leadership Behaviour:** leads by example, however, his behaviour can also be impulsive and controversial.
- **Followers Appeal:** his ability to dream big and work towards a better future resonates with a broad audience, including employees, investors, and tech enthusiasts.



Similarities between Leaders

1.Vision and Innovation:

- All four leaders had a visionary outlook and were driven by a desire to innovate. Henry Ford revolutionised the automotive industry with the assembly line, Disney created a new form of entertainment through animation, Musk seeks to transform space travel and renewable energy, and Gates pioneered personal computing.

2.Persistence and Determination:

- They displayed an unwavering commitment to their goals. Ford's determination to make cars affordable for the masses, Disney's persistence in creating the first feature-length animated film, Musk's relentless pursuit of space exploration, and Gates' dedication to making computers accessible to everyone are all examples of their determination.

3.Risk-Taking:

- They were all willing to take calculated risks. Ford invested heavily in mass production techniques, Disney took a chance on feature-length animation, Musk constantly pushes the boundaries of technology and space travel, and Gates dropped out of college to start Microsoft.

Differences between Leaders

1. Industries and Focus:

- They operated in different industries. Ford focused on automobiles, Disney on entertainment, Musk on electric vehicles, space, and renewable energy, and Gates on software and personal computing.

2. Leadership Styles:

- They had distinct leadership styles. Ford's approach was often autocratic, Disney was creative and imaginative, Musk is known for his hands-on, demanding style, and Gates had a more collaborative and strategic approach.

3. Philanthropy and Giving Back:

- Their approaches to philanthropy varied. Gates and Musk have pledged substantial portions of their wealth to charitable causes, with the Gates Foundation and Musk's philanthropic efforts. Ford had a strong focus on business expansion during his lifetime, and Disney's philanthropic efforts were primarily directed toward educational initiatives.

4. Technology vs. Entertainment:

- Ford and Gates were primarily associated with technology and innovation, while Disney's and Musk's contributions had a significant focus on entertainment and space exploration, respectively.

Theories of Leadership

The Great Man Theory

Definition:

- The Great Man theory proposes that exceptional leaders are born with inherited qualities, rather than developing skills along the line.

Strengths:

- Leaders are often charismatic, confident, intelligent, courageous, and determined.

Criticism:

- Oversimplifies leadership by neglecting situational and contextual factors and the complexity of leadership dynamics.
- It no longer has applications in modern society.

The Contingency Theory

Definition:

- Contingency theory posits that effective leadership is contingent upon the interplay of various situational factors.
- No one-size-fits-all leadership style, it varies with situational factors.

Strengths:

- Recognises the dynamic and context-dependent nature of leadership.

Criticism:

- Implementation can be challenging, requiring a deep understanding of various situational factors.
- May not capture the full complexity of leadership dynamics in every context.

Conclusion

- In sum, the four leaders share unique similarities and differences that have been pivotal in cementing their success throughout turbulent business environments.
- Although their leadership style differs, the four leaders share strong visionary qualities, leaving incredible legacies in their respective sectors.
- These legacies highlight the dynamic nature of leadership and its constant need to adapt to the new challenges and times.

References

- Benmira, S. and Agboola, M. (2021). Evolution of Leadership Theory. *BMJ Leader*, 5(1), pp.3–5, viewed 28 November 2023, <https://doi.org/10.1136/leader-2020-000296>.
- Blazek, K. (2016). *The Transformational Leadership Style of Elon Musk*. Truscore, viewed 29 November 2023, <https://www.truscore.com/resources/leadership-style-of-elon-musk>
- Corbett, F., & Spinello, E. (2020). Connectivism and leadership: harnessing a learning theory for the digital age to redefine leadership in the twenty-first century. *Heliyon*, 6(1). viewed 29 November 2023, [http://www.cell.com/heliyon/pdf/S2405-8440\(20\)30095-5.pdf](http://www.cell.com/heliyon/pdf/S2405-8440(20)30095-5.pdf).
- Eduzaurus. (n.d.). *The Leadership Styles Used By Elon Reeve Musk & Bill Gates in Difficult Situations - Free Essay Example*, viewed 05 November 2023, <https://eduzaurus.com/free-essay-samples/the-leadership-styles-used-by-elon-reeve-musk-bill-gates-in-difficult-situations/>
- Gromov, R. (2017). *Elon behind Iron-man's Mask: Analysing Leadership Style of Elon Musk*. [online] www.linkedin.com. Available at: <https://www.linkedin.com/pulse/elon-behind-iron-mans-mask-analysing-leadership-style-roman-gromov/>
- Henry Ford : a life from beginning to end. (2017). Hourly History.
- Millbower, L. (2020). *Learn Walt Disney Leadership Style In Three Easy Steps*. [online] HRDQ-U. Available at: <https://hrdqu.com/leadership/the-three-leadership-stages-of-walt-disney/>.
- Papia, Fahmina Ahmed. “Leadership Qualities - Styles, Skills, and Traits of Walt Disney.” *The Strategy Watch*, 18 July 2020, www.thestrategywatch.com/leadership-qualities-styles-skills-traits-walt-disney/. Accessed 12 Nov. 2023.
- Peters, W. (2018). *Leadership Lessons: Henry Ford*. New Word City.
- Yoffie, D. B., & Cusumano, M. A. (2021). *Strategy Rules: Five Timeless Lessons from Bill Gates, Andy Grove, and Steve Jobs*, viewed 6 November 2023, http://scholar.google.com/scholar?cluster=8740057207606849709&hl=en&as_sdt=0.5&as_ylo=2020

The background of the slide features a large number of human-shaped cutouts in various colors (blue, yellow, green, red, brown, etc.) arranged in a crowd, slightly out of focus. The text is centered over this background.

Thank you!

Any questions?