



LCBB6003 : LEADERSHIP AND MANAGEMENT THEORIES AND PRACTICE

LECTURER: DR MUSHFIQUR RAHMAN ANITA NAN



CASE STUDY:

***JEFF BEZOS, THE WORLD'S RICHEST MAN, ADDED £10BN TO HIS
FORTUNE IN JUST ONE DAY***

Students :

- Valentin Dan 1922006
- Stanislav Draganov 1919084
- Cosmin Daniel Popa 1919080
- Cristian Stoica 1921732

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LCBB6003 : Leadership and Management Theories and Practice
Lecturer: Dr Mushfiqur Rahman Anita Nan
Assessment 2

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Slide 2

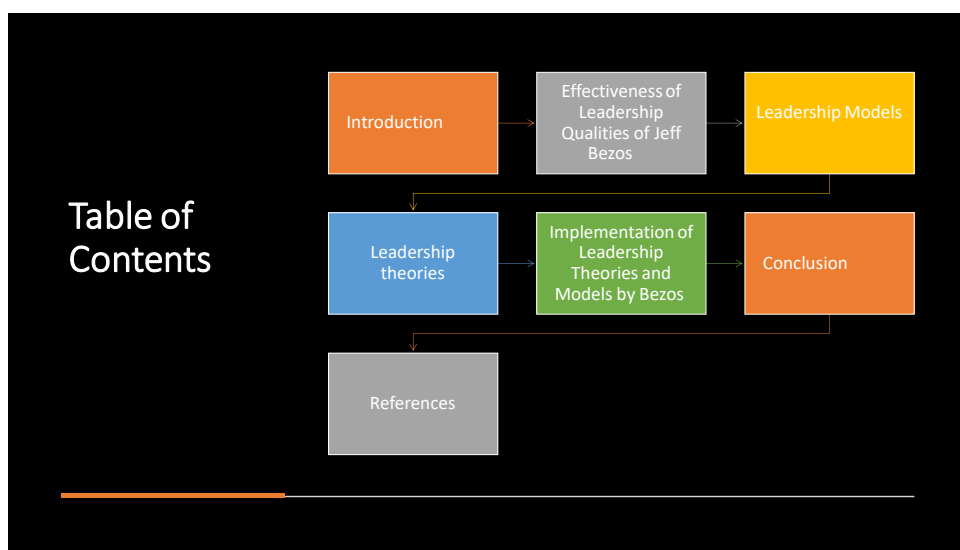


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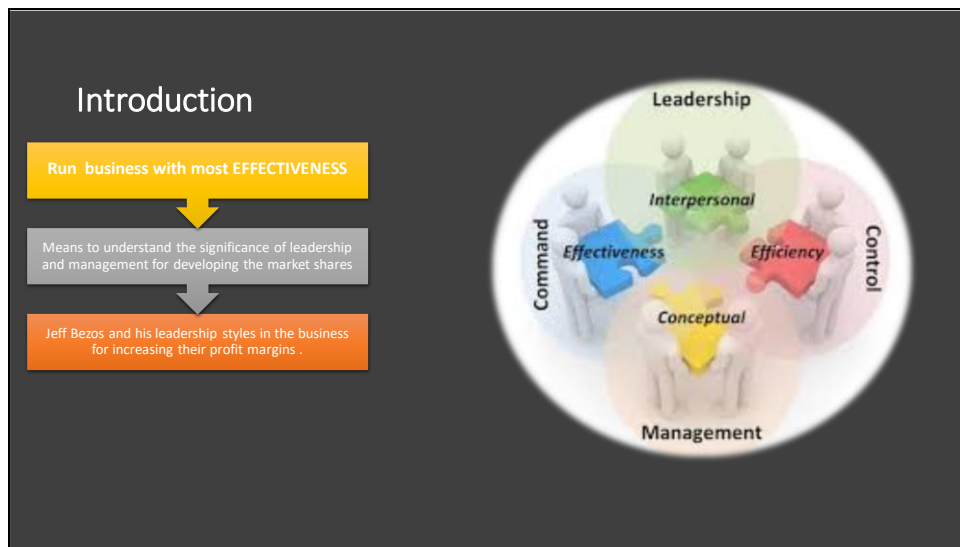
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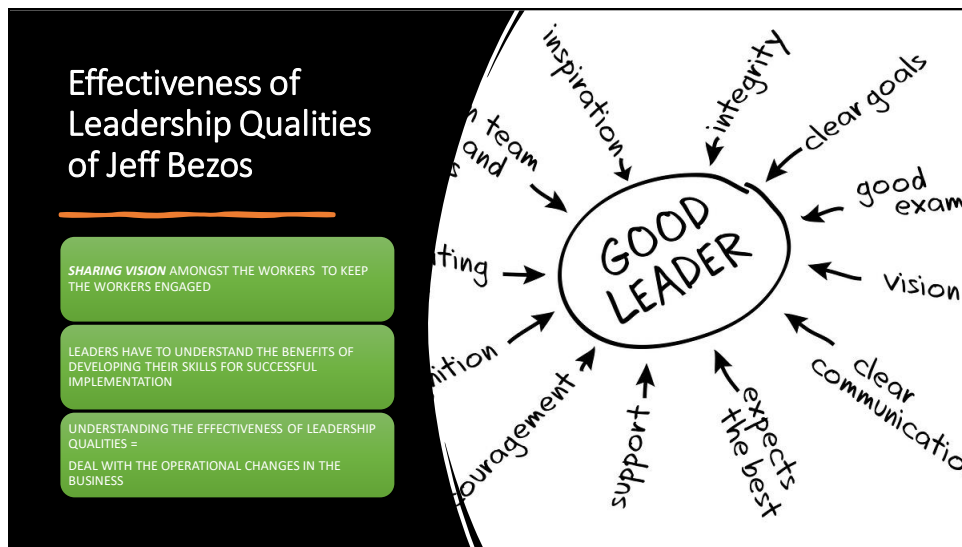
In order to run a business with utmost effectiveness, it is necessary for business owners to understand the significance of leadership and management for developing the market shares.

The research will shed light on analysing the ways in which Jeff Bezos utilises his leadership styles in the business for increasing their profit margins amidst the pandemic. The presentation will provide a clear understanding about the leadership theories and models that could be used by the business leaders to engage their workers in the organisation for improving their overall productivity in the right way. Apart from this, the research will examine the leadership qualities of Jeff Bezos by analysing the case study related to the success of Amazon.

Understanding the leadership aspects followed by Jeff Bezos

- Using principles for developing a clear understanding about the theories and models of leadership for analysing their performance
- Creates an in-depth understanding about the qualities of the leaders
- Helps to determine the methods for using the theories and models effectively

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The qualities possessed by business leaders to perform their activities in the right fashion

Understanding the ways in which the styles could be implemented. Understanding the effectiveness of leadership qualities would help to analyse the techniques used by the CEO of Amazon to deal with the operational changes in the business. Leaders have to understand the benefits of developing their skills for successful implementation in the business.

Sharing vision amongst the workers is highly crucial for leaders to keep the workers engaged in the process of developing the business (Swanson et al., 2020).

Effectiveness of Leadership Qualities of Jeff Bezos

- **EFFECTIVE** = ensuring that the workers are able to understand the organisational vision and achieve the business objectives in the right way.
- **SET EXAMPLES** by enhancing the outcomes in the business and to implement ethical standards in the business.
- **EFFECTIVE COMMUNICATION** in the business for developing their relationship with the employees.

LEADERSHIP & the DECISION-MAKING PROCESS

PSYCHOLOGY 101

- 1 Set a specific time limit
- 2 Take a step back
- 3 Make a list
- 4 Ask a trusted friend or expert
- 5 Acknowledge the importance of the decision
- 6 Recognize emotions

Creating enhanced opportunities in the market by eradicating the challenges of the pandemic

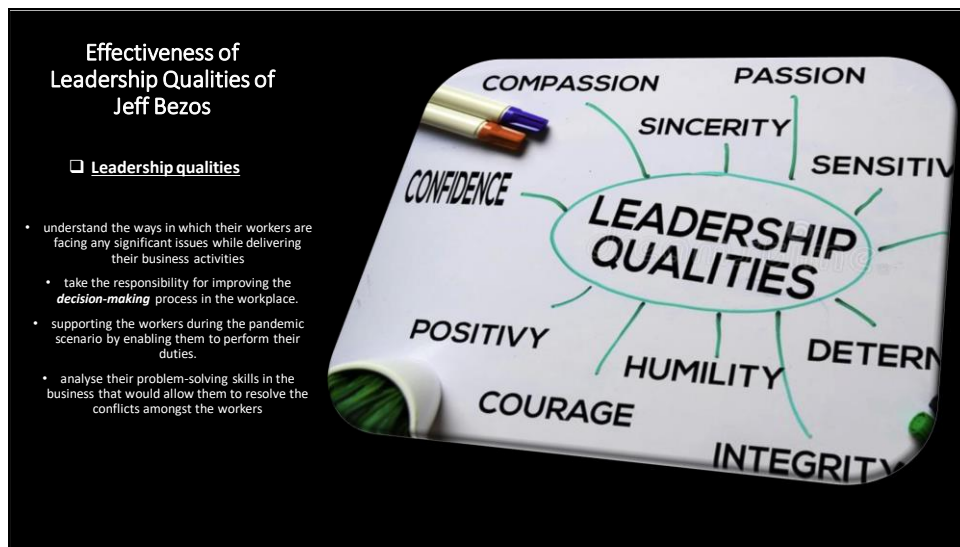
Examining the effectiveness

This is effective for ensuring that the workers are able to understand the organisational vision and achieve the business objectives in the right way.

It is crucial for the leaders to set examples by enhancing the outcomes in the business. Moreover, the demonstration of integrity would be beneficial for the leaders to implement ethical standards in the business.

It is crucial for leaders to make use of effective communication in the business for developing their relationship with the employees.

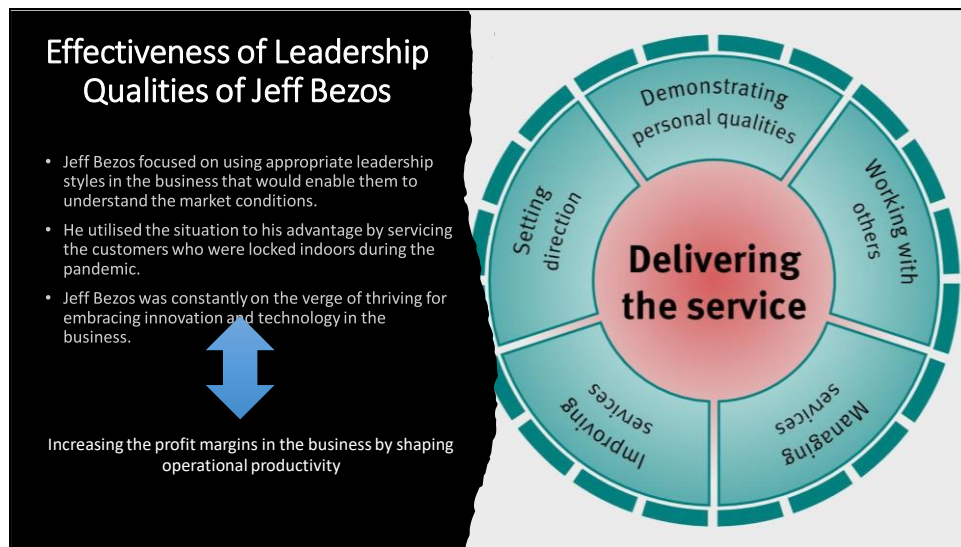
of developing the strategies for understanding workplace issues



Using leadership principles for guiding the employees on the right track and providing them with the necessary support. Improving the process of decision-making by identifying the business opportunities in the market. This would enable the leaders like Bezos to understand the ways in which their workers are facing any significant issues while delivering their business activities in the best possible way (Purwanto et al., 2020).

Leaders have to take the responsibility for improving the decision-making process in the workplace. This would be beneficial for supporting the workers during the pandemic scenario by enabling them to perform their duties in the right way. Using effective leadership qualities to understand the challenges experience by the workers in the organisational premises. Besides this, leaders have to analyse their problem-solving skills in the business that would allow them to resolve the conflicts amongst the workers.

The effectiveness of the qualities can be analysed from the revenue generation of Amazon in the pandemic period. According to the case study, it was noticed that Bezos nearly added £10bn to the already growing fortune (Theguardian.com, 2020). It was shocking for other companies, as they were facing immense challenges during the outbreak of the pandemic.



Increasing the profit margins in the business by shaping operational productivity

However, Jeff Bezos focused on using appropriate leadership styles in the business that would enable them to understand the market conditions.

He utilised the situation to his advantage by servicing the customers who were locked indoors during the pandemic.

Jeff Bezos was constantly on the verge of thriving for embracing innovation and technology in the business.

Leadership Models

- Company was engaged in using appropriate leadership models.
- Jeff Bezos would make use of two important leadership models

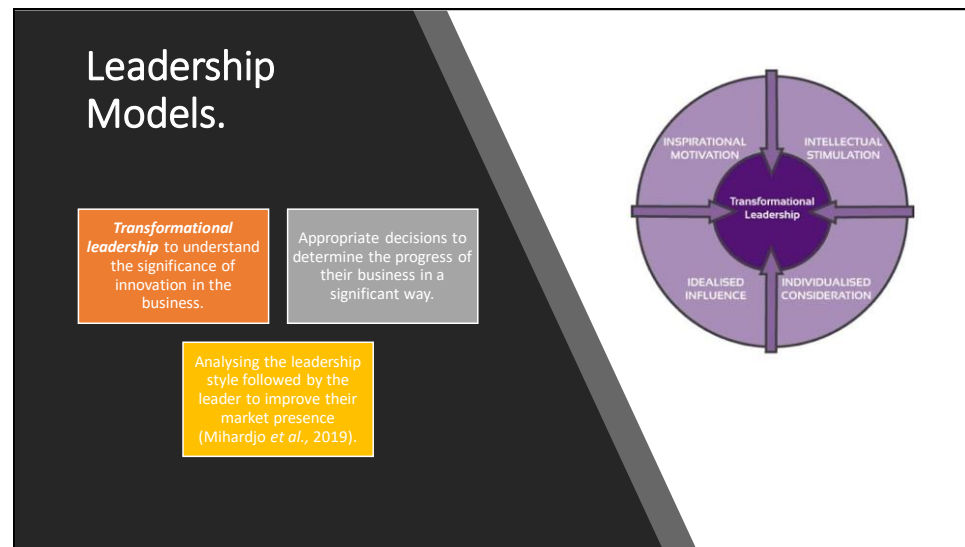


Transformational leadership was used for improving their acquaintance with advanced technologies in the business

It is useful for enhancing the performance of the employees in the right direction.

After witnessing the success of Amazon in the global market, it was observed that the company was engaged in using appropriate leadership models that would benefit them to meet the market standards and perform their business operations quite comprehensively.

It could be analysed that Jeff Bezos would make use of two important leadership models that would benefit them to understand the workplace requirements in the right way (Goncharenko, 2020)



The business owners can use transformational leadership to understand the significance of innovation in the business. This leadership model has enabled Bezos to make appropriate decisions to determine the progress of their business in a significant way. Apart from this, it is crucial to understand the importance of analysing the leadership style followed by the leader to improve their market presence (Mihardjo *et al.*, 2019).

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Transformational front-runner

Autocratic leadership style in the business used responsible for making the decisions in the business.

The diagram shows a hand pointing at a central gear labeled 'LEARN' and 'LEAD'. Surrounding gears are labeled 'Skill', 'Education', 'Technology', 'Manager', 'Training', and 'Ideas'.

Jeff Bezos is usually branded to as a transformational front-runner which can be explain as the leader who encourages and inspires players members to achieve more than they thought possible. Bezos ensures that everyone on his team is dedicated to the organization's vision.

But also using autocratic style of leadership would be beneficial for Bezos to make the decisions on behalf of the organisation

It is crucial for evaluating the different methods for analysing the operational performance by shaping employee performance. Jeff Bezos used autocratic leadership style in the business, as he was responsible for making the decisions in the business.

Leadership Models.

- It is crucial for evaluating the different methods for analysing the operational performance by shaping employee performance
- Suggestions could be made for using democratic leadership
- This is effective for engaging the workers in the process of decision-making to improve workplace competencies

An illustration on a dark background shows a man in a suit standing and pointing at a flip chart with a pie chart and bar graphs. Two women are seated in front of him, looking at their laptops. A potted plant is to the right of the flip chart.

Suggestions could be made for using democratic leadership

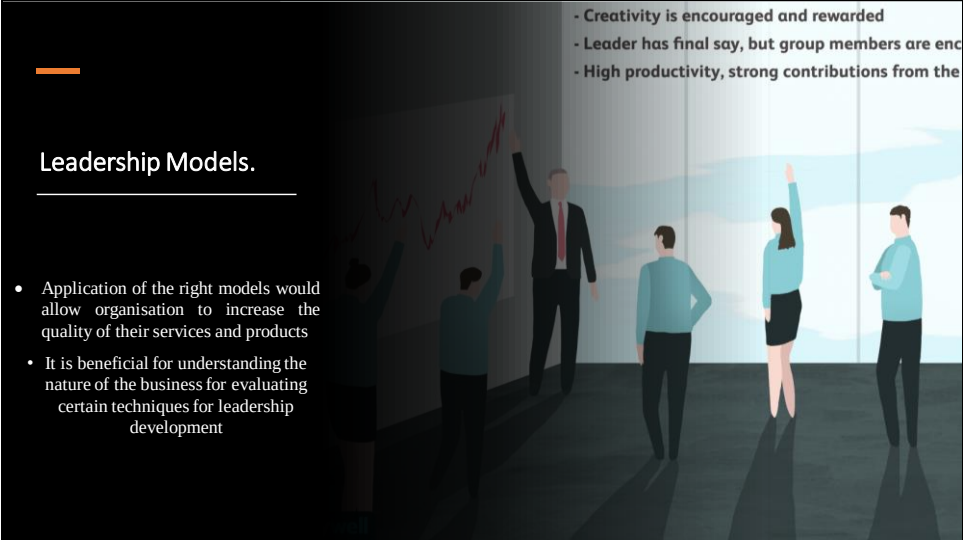
This is effective for engaging the workers in the process of decision-making to improve workplace competencies

This helped in the process of understanding the ways in which he could manage the employees and guide them on the right track. It would be needed for increasing their overall profit margins for improving their business prospects in the best possible way.

Another crucial model that could be followed in the democratic leadership. This model is beneficial for involving the workers and the staff in the decision-making process.

It is vital for the generation of innovative ideas and principles in the business that would aid in the process of improving their performance in the market (Siangchokyoo et al., 2020)

Slide 12

An illustration of a modern office meeting room. A man in a dark suit (the leader) stands at the front, pointing at a large screen displaying a line graph. Four team members (three men and one woman) are standing in front of him, looking at the screen. The room has large windows on the right side, showing a bright, sunny day. The overall atmosphere is professional and collaborative.

Leadership Models.

- Application of the right models would allow organisation to increase the quality of their services and products
- It is beneficial for understanding the nature of the business for evaluating certain techniques for leadership development

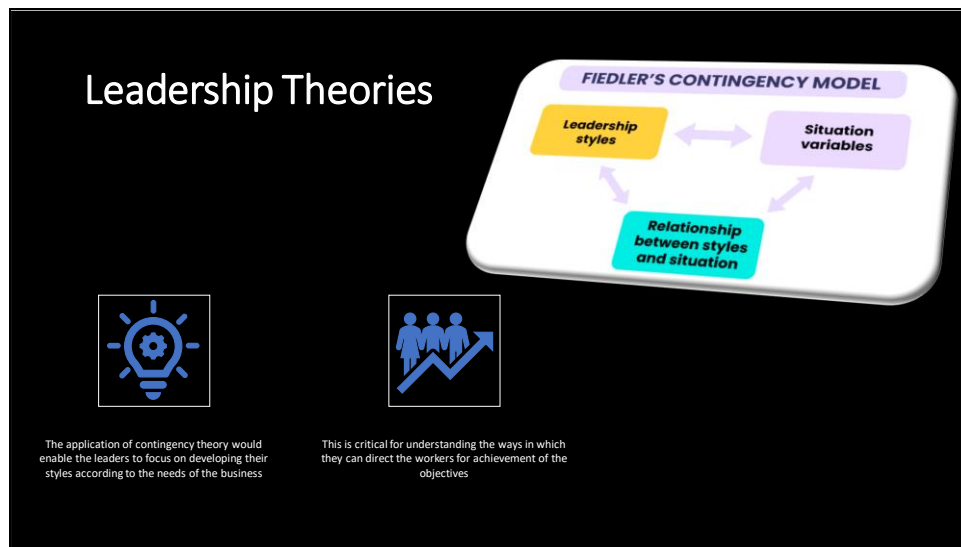
- Creativity is encouraged and rewarded
- Leader has final say, but group members are encouraged
- High productivity, strong contributions from the

Application of the right models would allow organisation to increase the quality of their services and products

It is beneficial for understanding the nature of the business for evaluating certain techniques for leadership development

This is critical to survive in a competitive environment by increasing their sales and profit margins at the same time.

It would benefit them to manage the different aspects of the business by leading the employees in the right direction for achieving the business objectives without facing much difficulty.



Understanding the significance of appropriate leadership theories is beneficial in terms of analysing the performance of the leaders inside the organisational premises.

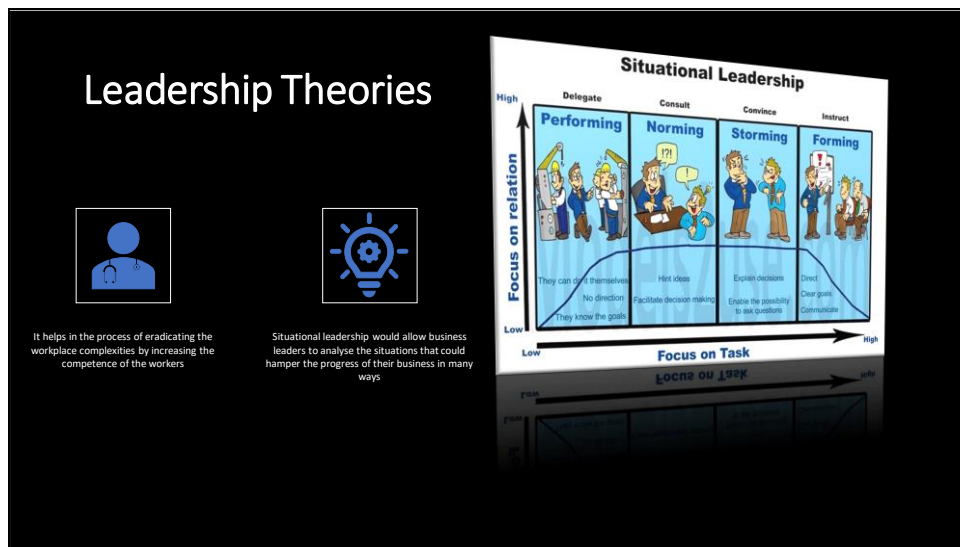
It is necessary for leaders to understand the ways in which they can use the theories related to leadership for developing the quality of their services in the market.

One of the most significant theories is known as the contingency theory of leadership.

According to this theory, leaders should not be dependent on any particular leadership style (Bachrach and Mullins, 2019).

The application of contingency theory would enable the leaders to focus on developing their styles according to the needs of the business

This is critical for understanding the ways in which they can direct the workers for achievement of the objectives



It further states that leaders can face challenging situations in the business that might create discrepancies in many ways.

As a result, it is effective for the business leaders to analyse the situation and develop their leadership style accordingly.

Besides this, the situational theory of leadership is vital for the business leaders.

This theory is helpful for understanding the ways in which different types of situations can develop in the business that could hamper their functioning in many ways.

It helps in the process of eradicating the workplace complexities by increasing the competence of the workers

Situational leadership would allow business leaders to analyse the situations that could hamper the progress of their business in many ways

Leadership Theories

- It would allow them to make the necessary changes that would enable them to improve their operational expertise
- Trait theory of leadership would engage leaders to develop their skills and professional attitude that can be displayed in the business



It is imperative for the business leaders to make accurate adjustments based on the situation that has been identified in the workplace (Thompson and Glasø, 2018).

The leaders can emphasise on developing their relations with the employees for helping them to understand their roles and responsibilities in an authentic way.

It would be easier for the leaders to motivate the workers to complete their assigned tasks in the right way.

It would allow them to make the necessary changes that would enable them to improve their operational expertise

Trait theory of leadership would engage leaders to develop their skills and professional attitude that can be displayed in the business

Leadership Theories

- It is effective for improving the leadership skills that could be implemented for business development
- This is beneficial for assisting the employees to complete their activities in the best possible manner

Trait Theories of Leadership

Ambition and Energy	↔	Desire to Lead
Honesty and Integrity	↔	Self-Confidence
Intelligence	↔	Job-Relevant Knowledge

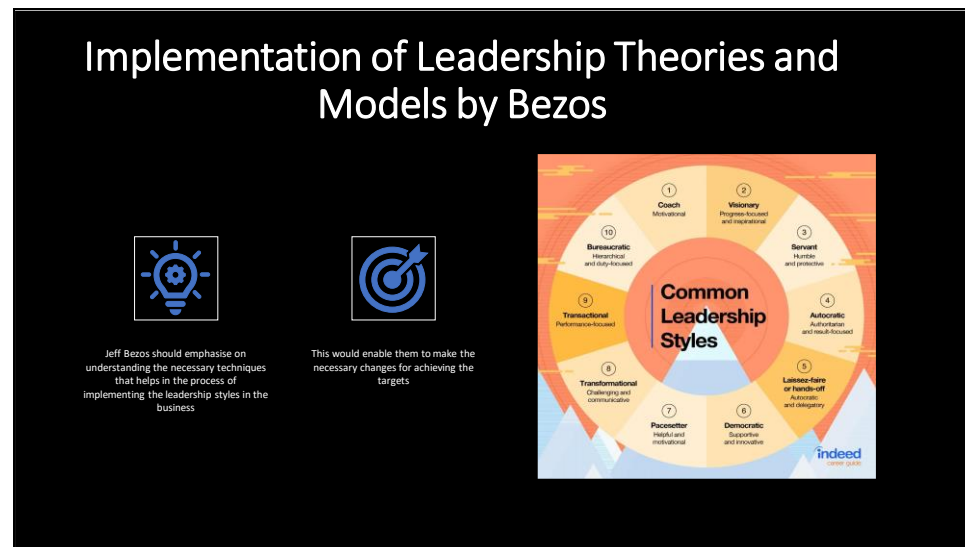
This would encourage the workers to take calculated risks in the business for providing quality services during the pandemic.

The trait theory of leadership is useful for the business leaders to develop their existing skills and competencies in the right fashion.

This theory is helpful for analysing the ways in which leaders can improve their skills and traits that would be needed for managing the employees inside the workplace.

It is effective for improving the leadership skills that could be implemented for business development

This is beneficial for assisting the employees to complete their activities in the best possible manner



It is crucial to understand that gaining success during the pandemic is effective for business owners like Jeff Bezos.

This has helped to understand the initiatives taken by the owner of Amazon to develop effective leadership traits in the right way.

It would be necessary in terms of analysing the use of appropriate leadership models and theories to achieve their business objective (Shamir and Howell, 2018).

Jeff Bezos should emphasise on understanding the necessary techniques that helps in the process of implementing the leadership styles in the business

This would enable them to make the necessary changes for achieving the targets

Implementation of Leadership Theories and Models by Bezos



They can improve their functioning by analysing the implementation of relevant theories



This is critical for shaping the organisational performance in the competitive market



The leader should be acquainted with the transformational model of leadership, as it would be necessary for them to increase their technological developments in the workplace.

It is evident that Amazon was able to provide their services by using appropriate technologies in the business. This has enabled them to improve the strength of their customer base.

However, implementing the democratic style of leadership would benefit the leader to get new ideas and innovative techniques that could be implemented in the business for developing the quality of their services and products in the right way.

They can improve their functioning by analysing the implementation of relevant theories

This is critical for shaping the organisational performance in the competitive market

Implementation of Leadership Theories and Models by Bezos

- It allows them to encounter the pandemic situation by increasing their profit margins in the business
- This is beneficial for the leaders to overcome the challenges that could hamper their market progress



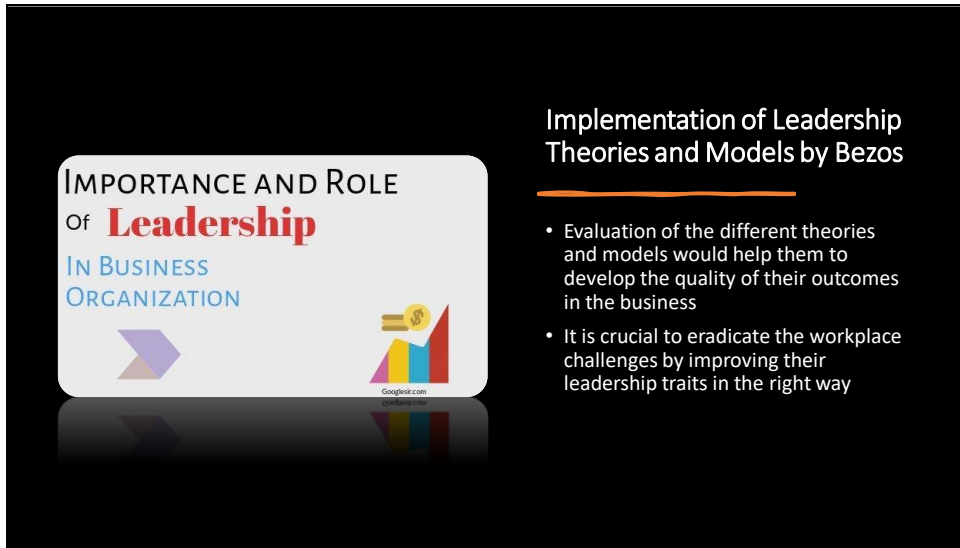
Moreover, Jeff Bezos should understand the relevance of using the contingency and situational theories of leadership.

This would benefit them to formulate the necessary strategies that could be implemented in the business for developing their overall market performance.

Apart from this, the business leader can have a proper understanding about the methods that should be initiated in the business for acquiring their market share without facing any significant challenges (Jaqua and Jaqua, 2021).

It allows them to encounter the pandemic situation by increasing their profit margins in the business

This is beneficial for the leaders to overcome the challenges that could hamper their market progress



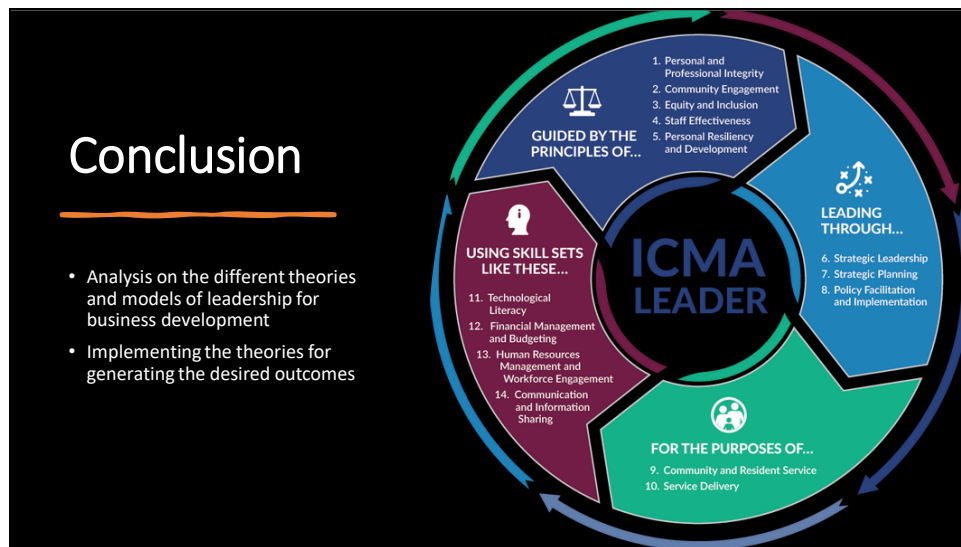
IMPORTANCE AND ROLE
Of **Leadership**
IN BUSINESS
ORGANIZATION

Implementation of Leadership
Theories and Models by Bezos

- Evaluation of the different theories and models would help them to develop the quality of their outcomes in the business
- It is crucial to eradicate the workplace challenges by improving their leadership traits in the right way

Evaluation of the different theories and models would help them to develop the quality of their outcomes in the business

It is crucial to eradicate the workplace challenges by improving their leadership traits in the right way



The findings of the research has helped to understand the importance of leadership and management principles that could be implemented in the business for developing their overall operational expertise.

Besides this, the research has evaluated the effectiveness of leadership qualities displayed by Bezos in the competitive market environment.

Analysis on the different theories and models of leadership for business development

Implementing the theories for generating the desired outcomes



It has presented a concise idea about the leadership models and theories that could be used for improving the overall business performance for Amazon.

Moreover, the research is critical to understand the ways in which Bezos looks to implement appropriate leadership theories in the workplace for keeping the employees engaged for achieving their business objectives in the best possible way.

Overcoming the business challenges to analyse the discrepancies in the process

Determining the possible scope for changing the business environment for achieving the objectives

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Thank You!!!

