



BA Business Management

**Leadership and management, theory and
practice**

LCBB6003

Lessons Learned Report

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Introduction

This report presents an individual reflection on the leadership traits of four notable business leaders: Ford and Walton of the early twentieth century, Bezos and Musk of the twentieth century and twenty-first centuries respectively. Thus, the primary naturalistic data sources for the analysis are the information about their leadership style, behaviour, and charisma making them attractive to followers.

Analysis of 20th Century Leaders

Henry Ford

Ford's style of management was mainly authoritarian where he dictated most of the major decisions at the company. He also introduced the assembly line of manufacture which significantly improved efficiency and productivity. Regarding the leadership behaviour of Ford, it can be noted that he was keen on innovation and enriched operational performance (Hughes and Ginnett, 2022).

Sam Walton

There was a clear depiction of transformational leadership at Walmart and the company's founder Sam Walton embraced this leadership style. He was a very active manager when it came to the functioning of his stores and was keen on matters regarding the costs more so the cost-cutting exercise and the level of satisfaction that customers had for his stores (Chorafas, 2021).

Analysis of 21st Century Leaders

Jeff Bezos

The well-known corporate leader and the founder of Amazon Jeff Bezos is famous for their transformational and visionary approach to management. Customer obsession, innovation and thinking for the long term are the areas that he landed most of his focus. These improvements are combined with the leadership behaviour of Bezos who perseveres in continuously improving Amazon's service, while not being afraid to take substantial risks (Collins, 2021)

Elon Musk

Out of the leadership style being discussed here, the transformational leadership style is perfectly portrayed in Elon Musk the CEO of both Tesla and SpaceX. The leadership conduct

is therefore Type I and includes being a ‘hands-on’/‘hand dirty’ sort of leader or being involved in working on projects at a tactical level, having vision with a certain audacity (Stone, 2021).

Comparative Analysis: Similarities and Differences

It is therefore evident that the four leaders that have been described in this paper display both similarities and differences in the ways that they postured themselves in exercising leadership as well as the behaviours that they adopted in the processes of leadership (Bass and Riggio, 2022). All four leaders identified in this case have a visionary perspective of their organisation and the industry, as well as managerial involvement, which are essential characteristics for leadership in a rapidly evolving field that requires creating new products, and services (Hughes and Ginnett, 2022).

Lessons Learned

Followers’ Appeal

The ability to motivate and relate with the followers is very vital. These leaders’ characteristics of mobilising followership based on their visionary activities and goals are one leadership concept every leader should learn (Collins, 2021)

Leadership Styles

The opportunities emphasise visions and the ability to change leadership behaviours according to the context. The case of Ford and Walton clarifying their bet on efficiency and Bezos and Musk frequently changing their strategic directions show that leadership requires flexibility (Stone, 2021).

Conclusion

The assessment of the leadership types within the case studies of Henry Ford, Sam Walton, Jeff Bezos, and Elon Musk gives interesting lessons on leadership. Their theoretical concept in leadership aspiration, behaviours’ advancement, and the way they mobilise the followers are critical for leadership.

References

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