

Essay

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Leadership is about taking a risk. A good leader motivates everyone else to achieve something new and better than before. Leaders pursue their goals but not as a duty. Every single leader looks at his achievements and learning and thus measures his success. Also, leaders provide direction and vision helping to create an environment conducive to success. Leadership is essential for any organization that wants to achieve its goals. Every organization no matter what it is need leaders to help guide that way because without good leadership no organization will succeed. Leadership is important because it contributes significantly to the growth and stability of an organization, without good leadership, people can lack direction and organizations can become chaotic, leading to poor performance. Leadership brings about positive change in society. They encourage their followers to see beyond their interests. Also, leadership is important because it creates a positive culture, employee satisfaction and productivity, because it is key that employees are satisfied with their work. Leadership style is important to ensure the right decision. And finally, leadership skill is essential for personal growth and development.

I chose to look at the leadership of Jeff Bezos Founder and CEO of the online e-commerce store Amazon. We will look at two types of styles transactional and visionary style. These styles are applied in Amazon management (Cain 2017).

1.1 The visionary leader ensures that the vision becomes a reality, states clear goals, makes a strategic plan to achieve that goal that will lead them now and in the future. Creates an atmosphere where team members can build on their knowledge and abilities. The benefit of this leadership style is that it encourages employees and builds a strong company culture and reduces a risk. The disadvantage of this style is that visionaries focus on the big picture and ignore the small details and processes that would allow them to achieve the goal. (Murphy 2016)

1.2 Transactional leadership is a leadership style that uses reward and punishments to motivate and guide followers. This leadership style emphasized the important of structure, organization, presentation, and result. The benefit of this leadership is it fosters passion, motivation, and professional development. Defines a clear, vision and purpose, improves loyalty. Every style has cons it's here they are limited potential for collaboration between team members. Reduced creativity and long-term thinking (Kim 2017).

Jeff Bezos is known as a leader who uses a transactional style, he is very well oriented towards his tasks. His leadership style has been described as having a strict set of standards that only believes in his own thought and perceptions rather than the opinions of other Stone (B, 2013). But not only that he also, effectively exercises a visionary leadership style as customer service is at the core of Amazon's business practice. Jeff Bezos and his leadership style in several ways. For examples, other e-commerce firms that focus on a fun, easy going atmosphere for workers, the Bezos demonstrates the efficacy of another leadership model by pampering its 164 million customers rather than its 56,000 employees. A major of this transactional leadership style is the inability to incorporate other ideas to ensure intensive coverage and adequate goals in implementing the ideas. A critical failure can bankrupt the company with little or no recovery time. We can also, say that Amazon's CEO is a change seeker who is able to balance the shortcomings of the transactional style. Also, maintaining a good relationship will benefit the company's long-term goal (Howell, 1993). Every leadership style has its cons and benefits, and sometimes the

wrong style we choose can bring a problem. Amazon saw many pitfalls in job satisfaction and not including employee input in decision making. Jeff Bezos does not implement management approaches to improve the workplace culture of employee who work to keep the company functional; however, tends to be concerned with how to increase the company's profit using technology (Bessinger, 2014). Amazon has a strict monitoring policy and working condition are very poor. In general, the company's management approach is more customer- friendly than worker- friendly (Bessinger, 2014). It can be said that the management should focus on the rights of the employees, because when the workers are properly motivated, there will be an effective result. Sometimes Jeff Bezos decision-making for Amazon is both complex and simple. But nevertheless, it is his forms and personal biases, of what he values as a leader, that shape his organization, rightly or wrongly. But he with his leadership style has led to the fact that Amazon is a success story in terms of profit but lacks a good work environment. Jeff Bezos must focus on developing a style that creates a culture that also, employee-focused and a structure with a new set of values. Because, over time it will become a culture where employees are not valued but held to high standards. Bezos's visionary and transactional style trickled down the organization. At Amazon, employees do not have a conducive work environment. Amazon has a distinctly transactional style leadership style where they motivate employee through rewards and punishments. (Frost & Purdy, 2008 p. 15). But let's not forget that every leader has his own leadership style, and the most important thing is to work for the organization itself.

2 During my leadership experience, I learned one of the most important things and that was effective communication. As a leader I had to motivate out team to formulate the goals of our organization. After graduating and starting work, I wanted to develop positively in my professional life I looked for a job where could lead a group of people. I joined different teams took on different project management roles and most off all I actively participated in leadership development programs that were offered by my employer. One of the things I faced was leading a team through a major organizational change, this was a big challenge for me this brought uncertainty and resistance among the team members and this situation good communication and the making of difficult strategic decisions were required. Over time I learned that open dialogue is critical to gaining support and trust in the team. My leadership journey is a continuous process of self-discovery and growth. Also, looking for opportunities for improvement, but most importantly learning from both successes and failures. It is also, very important to be effective and adapt my leadership style to meet the needs and preferences of each team member. All this requires patience and desire. No one is born like this, but with time he becomes a leader with a lot of learning and a desire to success.

Each leadership style focuses on the personal characteristics and charisma of a leader, also associated with decision-making and moral actions. For example, transformational leadership should focus on inspirational leadership. In addition, a leader who uses a transformational style goes beyond self-interest, plans considering moral and ethical decisions. Overall performance affects a company. For example, when staff are not confident in their duties and roles, which impairs our performance. This is a problem that requires a coaching leader who not only helps employees but take important decisions, but also motivation them to help others. This will go a long way in improving the presentation of the organization and that meets the requirements of the customers. As we see each style is different and each one is important to the success of an organization. And one of the most important things for a company is proper training, because the lack of it leads to bad decisions be leaders, and to an organization that has not been able to reach its goal.

Conclusion

A successful leader must engage in transformational leadership to accomplish the goals and objective of a company or organization for is to be successful. Leadership is about improving the results of the organization. For an organization to succeed in the market it must change its operations. As a result, to meet the needs of its customer and the expectations of the market, a corporation must establish well-organized leadership methods and leadership style. Visionary and imaginative leadership are commonly associated with organizational success. Organization can better manage the organizational change process if they have a 'vision' and a 'creative approach' from their leaders, which can increase their chances of success in the process. As a result, when it comes to the development of a company, effective leadership is crucial each leader must choose what leadership style to use so that an organization can only go up.

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