

*Leadership and Management, Theory
and Practice -LCBB6003*

Lecturer: Dr. Olusoyi Ashaye

Group nr.1

Student name, ID, Business leader and Contribution

Alina-Paula Manolache-2114609- Introduction & *Dato' Dr Jannie Chan Siew Lee*

Greti Anita Popescu-2114613 - *Hilary Devey* & Similarities and differences between the leaders' characteristics

Irina Caraus-2114611- *Simon Sinek* & How has it contributed to the successful impact of their leadership in the Business world?

Mircea Manolache-2029078- *Flavilla Fongang* & Conclusion

Agenda

- Introduction
- Two business leaders from the 20th century
- Leadership style. Behaviour and followers appeal of Dato' Dr Jannie Chan Siew Lee
- Leadership style. Behaviour and followers appeal of Hilary Devey
- Two business leaders from the 21st century
- Leadership style. Behaviour, and followers appeal of Simon Sinek
- Leadership style. Behaviour and followers appeal of Flavilla Fongang
- Similarities and differences between the leaders' characteristics
- How has it contributed to the successful impact of their leadership in the Business world?
- Conclusion
- References

Introduction

- Business leaders recognise the entrepreneurial opportunities and improve with time (Gómez-Leal and Holzer, 2022)
- There exists a difference in their perception based on the generation
- In this context, two business leaders from 20th century(Jannie Chan and Hilary Devey) , and 21st century(Simon Sinek and Flavilla Fongang) are selected



Source: (Gómez-Leal and Holzer, 2022)

Two business leaders from the 20th century

- Dato' Dr Jannie Chan Siew Lee – Executive vice chairman of The Hour Glass Ltd (Monash, 2024)
- Hilary Devey – A businesswoman and television personality (Hilarydevey, 2024)
- The leadership style, behaviour, and followers appeal are discussed



Source: (Borah and Iqbal, 2022)

Leadership style. Behaviour and followers appeal of Dato' Dr Jannie Chan Siew Lee

- The leadership style is democratic and transformational (Monash, 2024)
- The behaviour constitutes never giving up and getting from single retail to 23 luxury boutiques (Monash, 2024)
- The followers appeal is the first female president from the Singapore Retailers Association and the ASEAN Business Forum



Source: (Mysirlaki and Paraskeva, 2020)

Leadership style. Behaviour and followers appeal of Hilary Devey

- The leadership style is transformational and being a visionary with empowerment (Hilarydevey, 2024)
- The leadership behaviour shows decision-making ability integrity, and inspiration (Borah and Iqbal, 2022)
- The follower's appeal is related to her BBC program Dragons Den, with innovation and direction



Source: (Hilarydevey, 2024)

Two business leaders from the 21st century

- Simon Sinek – American author and inspirational speaker (Simon Sinek, 2024)
- Flavilla Fongang – She is an inspirational business speaker and created the growth of brands (Amazon, 2024)
- In the 21st century, the trend is observed towards a shift to social media marketing to gain success (Shafique and Ahmad, 2020)



Source: (Simon Sinek, 2024)

Leadership style. Behaviour, and followers appeal of Simon Sinek

- The leadership style is totally laissez-faire, and gaining the inspiration from others (Simon Sinek, 2024)
- The leadership behaviour includes humility, empathy, and mastering feedback (Mysirlaki and Paraskeva, 2020)
- The followers' appeal created is associated with humility and willingness to help others



Source: (Simon Sinek, 2024)

Leadership style. Behaviour and followers appeal of Flavilla Fongang

- The leadership style is knowledge-oriented and transformational (Amazon, 2024)
- She assisted many international brands to improve their consumer perception
- She created followers appeal by believing that the success of followers will bring about her success



Source: (Mysirlaki and Paraskeva, 2020)

Similarities and differences between the leaders' characteristics

Similarities	Differences
• Risk takers • Out of the box thinkers • Transformation-oriented leadership perspective • Ability to innovate, inspire • Drive positive changes	• 20th century leaders follow personal success for branding, they are more focused on individual goals. • 21st-century leaders follow teamwork and making others successful, more opened to feedback and change, more collaborative • 21st-century leaders are more focused on social media marketing, innovation and laissez-faire leadership

How has it contributed to the successful impact of their leadership in the Business world?

- The 20th-century leaders were more focused on establishing themselves as winners in their respective field
- The 21st-century leaders were more focused on social media marketing and collaboration
- The social media played a role in changing the traditional mode of leadership
- Our chosen personalities have contributed to the business world by introducing innovative concepts, breaking barriers, and inspiring others to lead with purpose and creativity
- Influenced and shaped the practices of businesses across industry

ENTREPRENEURIAL LEADERSHIP

Characteristics of Effective Entrepreneurial Leadership



Source: (Borah and Iqbal, 2022)

Conclusion

- It is concluded that all leaders have a transformation-oriented leadership perspective, each leader possesses unique traits and approaches which drive positive changes within their respective domains.
- Leadership is commensurate with the development of revenue, and the improvement of business
- There are differences in 20th century and 21st-century leadership due to the impact of social media on the lifestyle
- Overall, their diverse leadership styles underscore the notion that effective leadership transcends time and context, leaving a lasting impact on organisations and industries.

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Any Questions?

Thank you!