Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

A comparison between leaders from 20th and 21st centuries

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Group presentation made by:

Pavlinka Veleva (2028165)

Petya Zlatkova (2028785)

Elena-Diana Bengulescu (2023255)

Daniela Lisenche (2029607)

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Introduction

- Leadership is a set of behaviors and a two-way process (leader-followers) of **influencing**, **helping**, and **leading** a group of people in one direction to achieve a common goal or task (Northouse, 2016).
- The primary purpose of the leaders is to **encourage**, **guide**, and **help** their subordinates in carrying out their work responsibilities in a methodical and organised way and accomplishing the intended goals and objectives (Anshika, 2020).
- Leadership is taking a massive role in direction the business and company success. Organizations **depends** on the leader's skills and emotionally intelligence (Northouse, 2016).
- In this presentation we will show you some examples of inspiring leaders from 20th and 21st century.

Henry Ford

- July 30th, 1863 – Henry Ford was born.

Youth ages:

- 1879 – started to work as a machinist's apprentice.
- 1882 – finished his apprenticeship and started to work in Thomas Edinson's company.
- 1884 - he became Chief Engineer in Edinson's company.

Career:

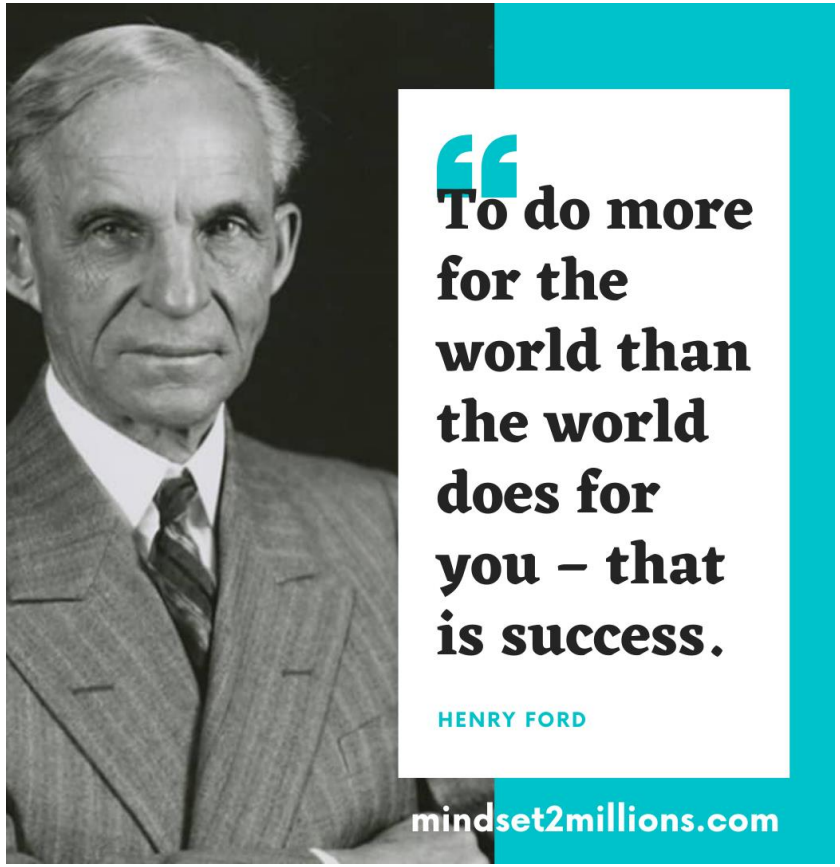
- 1893 – build his small one-cylinder model.
- 1896 – the Quadricycle car was completed.
- 1903 – Ford Motor Company was established.
- 1914 – Ford Airline Company was established.
- 1947 – Henry Ford died.

Henry Ford’s leadership style

Leadership style – is the behavior approach adopted by the leaders including influence, motivation, and directing skills (Tim Judge, 2022).

Henry Ford has **transformational leadership style -** this style encourages, inspires, and motivates their team to create change which is the way that they will grow and improve the path to the company’s future success (Soyeon Kim, 2019). He:

- Raised the wages to $5/hour.
- Reduced the workload - put 3 shifts policy.
- Employed women and people with disabilities.
- Include diverse workplace - over 60 nationalities on work.
- Put affordable prices on his cars (Summers, 1987).



Henry Ford’s leadership behavior

Leadership behavior is a combination of skills, traits, and characteristics that can make one person - a successful leader. Applying this combination leaders can help, direct, motivate, and influence the team’s performance (Marieke van der Hoek, 2021).

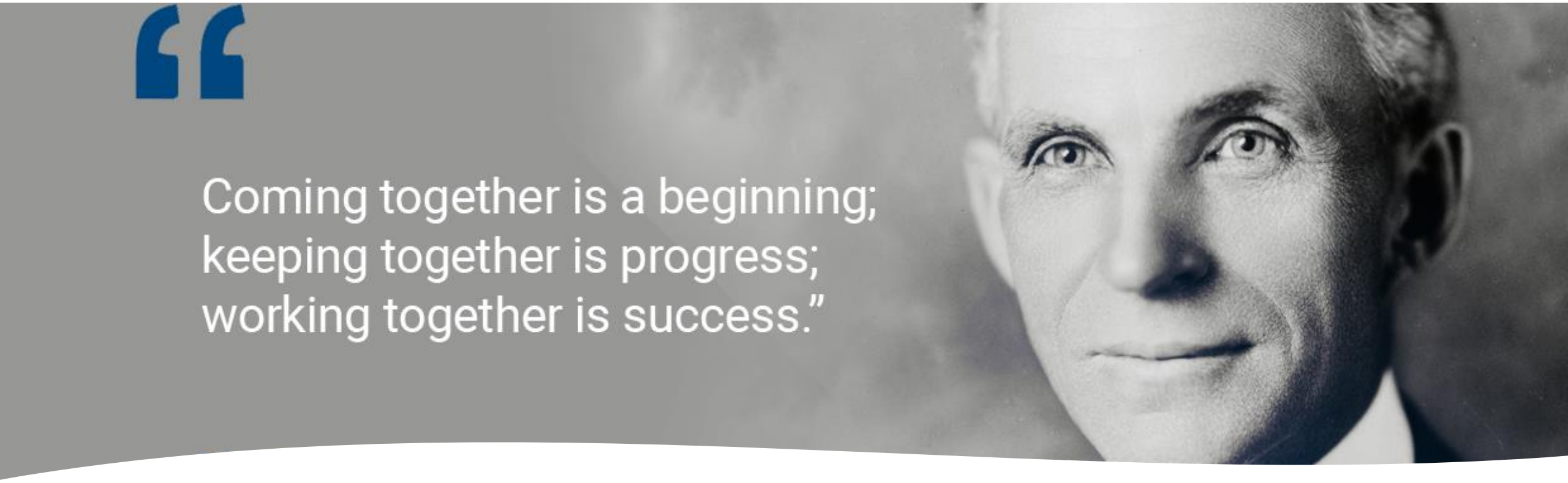
The leadership behavior is divided on two mainly types: Task-oriented leadership behavior and Relationship-oriented Behavior. Henry Ford leadership style was:

Task-oriented behavior

Initiating projects

Setting goals and objectives;

Focused on team’s result



Henry Ford’s decision-making style

Autocratic decision-making process:

- Controlling person;
- Strong position;
- Expectation of his employees to follow him without any questions;
- Staying in touch with his employee's life in and beside the company;

(Marsh, Barwise, Thomas, & Wensley, 1988)

Henry Ford’s Followers Appeal

- 75% of his employees say it is great place to work (Summers, 1987).
- Mainly people liked his leadership;

- Henry Ford – the ‘Unlikely hero’;
- He developed ‘dealer-franchise’ process;
- He made gas stations and better roads to support his cars;

Carol Meyrowitz

- Chairman of the board of directors of TJX
- Leading off price retailer in United States
- Value Fashion and Homewares
- Leader of more than 3000 discount retail stores, located in 6 countries
- Number 76 in most powerful woman in the world

(Forbes, 2023)

Carol Meyrowitz Leadership style:

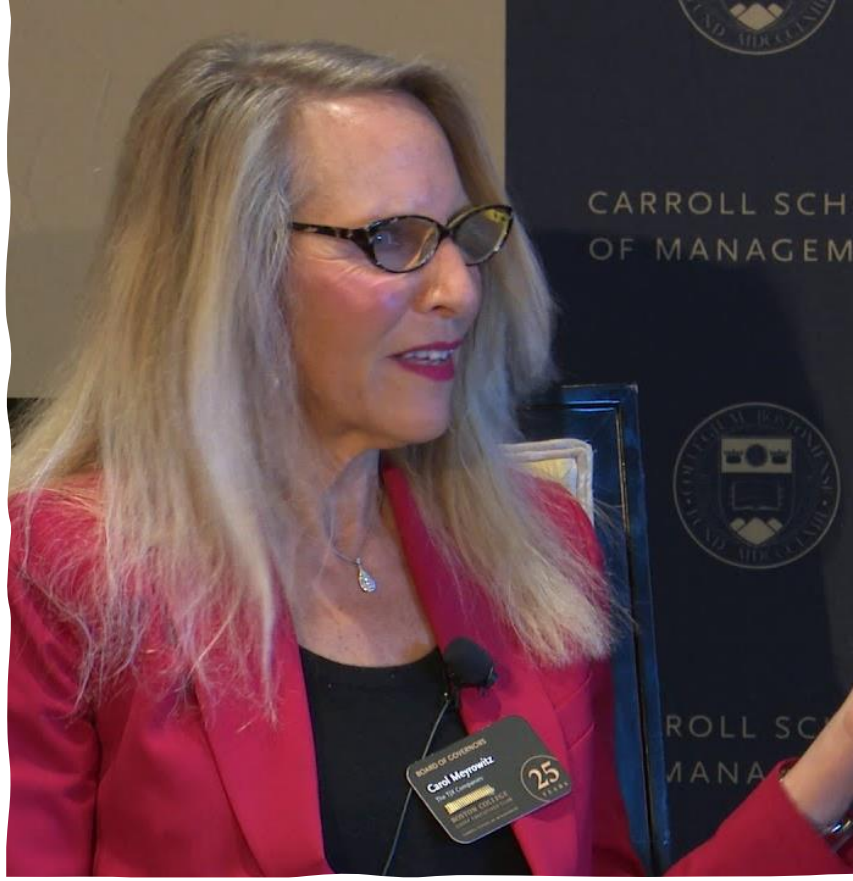
Transformative Leadership Style

- “Leadership approach that causes change in individuals and social systems.” (CIO, 2022)
- Individualized Consideration
- Intellectual Stimulation
- Inspirational Motivation
- Idealized Influence

Carol Meyrowitz's Followers Appeal

- 906 employee ratings
- Score 60/100
- Admin Department scores the highest
- Room for improvement in Marketing Department
- Improvement needed in Customer Success Departments
- Peter Salomon, points Carol Meyrowitz as a visionaries that has led the growth of the company beyond what most thought was possible for an off-price concept (Loeb, 2015)

(Forbes, 2023)



Leadership similarities and differences between Henry Ford and Carol Meyrowitz

Similarities	Differences
Both Great and Well - Known Leaders	Carol - Pacesetting Leadership Style Henry – Authoritative Leadership Style
Both target driven/Motivational	Henry – Did a lot for the well being of the workers Carol – Inspiring employees with motivation and example

Jeff Bezos

- Jeff Bezos, whose real name is Jeffrey Preston Bezos, is an American entrepreneur who was born in Albuquerque, New Mexico, on January 12, 1964.
- Amazon.com, Inc., a massive online retailer that began as an online bookshop but now offers a vast array of goods, was founded by him and he currently serves as its main chairman.

Jeff Bezos’ leadership style

- Jeff Bezos has demonstrated a preference for **transformational leadership** over autocratic leadership, others claim that his strict standards, **total decision-making authority**, and **micromanaging approach** make his style of **leadership dictatorial** .
- Jeff Bezos dividing his staff into tiny teams, forcing them to concentrate on distinct tasks and issues, and enhancing communication throughout the company, Jeff Bezos used his **transformational leadership style** to establish a customer-driven culture at Amazon.
- **Motivation, inventiveness, tenacity, empowerment, learning, and simplicity** are among Jeff Bezos' guiding values for leadership

(Gradinaru, Catana, & Andrisan, 2020).

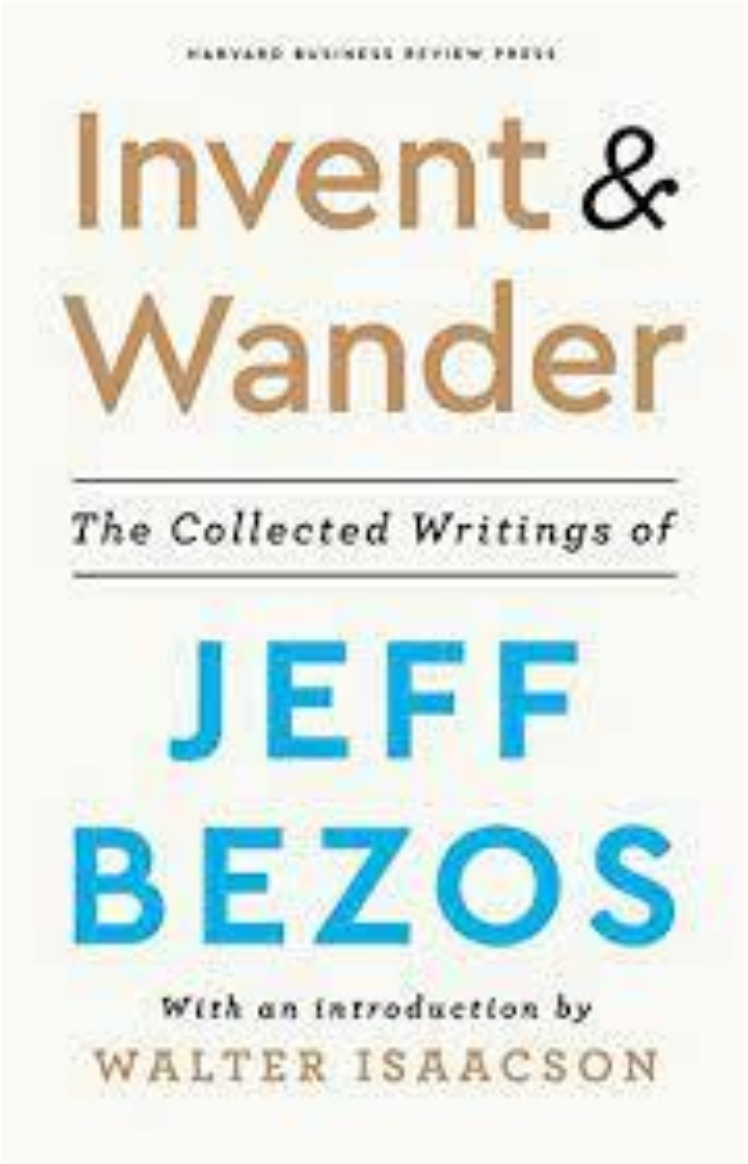
Jeff Bezos' leadership approach, attributes and skills

Leadership approach:

1. Error as a means of improvement;
2. For talks to be fruitful, meeting notes are essential;
3. Never give up on invention;
4. Two Pizza Team Rule;
5. Make wise choices first thing in the morning.

The following **leadership attributes and skills** make Jeff Bezos an excellent manager:

1. Innovation;
2. Risk taker;
3. Confident;
4. Customer-Centric;
5. Effective communicator;
6. Time Management and Prioritization.



Jeff Bezos' leadership impact

Jeff Bezos was able to establish a customer-driven atmosphere at Amazon thanks to his unique leadership style.

"Failure and invention are inseparable twins. To invent you should experiment, and if you know in advance that it is going to work, it is not an experiment." (Jeff Bezos, 2020)

Mark Zuckerberg

- Mark Elliot Zuckerberg, born May 14, 1984
- He is an American business magnate, computer programmer, internet entrepreneur, and philanthropist.
- He co-founded the social media service Facebook and its parent company Meta Platforms of which he is executive chairman ,
- chief executive officer and controlling shareholder.

- **Zuckerberg** has been named one of the world's most influential people four times
- He has also been nominated as a finalist nine times
- In 2010, the year Facebook surpassed half a billion users, he was named Time magazine's Person of the Year (Hoffmann, A L., Proferes, N.,&N Zimmer, M. (2018).
- On Forbes' list of The World's Most Powerful People in December 2016, Zuckerberg came in at number ten.
- He was ranked eighth with a personal wealth of $106 billion in the Forbes 400 list of the wealthiest Americans in 2023 (Soltan, R. (20160).
- Forbes estimated **Zuckerberg**'s net worth to be $112 billion as of November 2023, placing him as the seventh richest person in the world (Forbes 2023).

Mark Zuckerberg’s leadership style:

- ✓ **The transformational leadership** approach is demonstrated by Mark Zuckerberg.
- ✓ It is said that he is aggressive and encouraging.
- ✓ He enjoys discussions and challenges and is a person who is always demanding innovation and growth.

- ➢ **Mark Zuckerberg** has never adhered to a formal leadership style. He was forceful but also supportive.
- ➢ Thus, in terms of leadership philosophies, **Zuckerberg** blends democracy and autocracy with a laissez-faire attitude.
- ➢ While it goes without saying that he expects assigned work to be finished, he is also continuously seeking input.
- ➢ He thinks all workers have potential and should be treated equally(Howell, J. P., Wanasika, I. (2018).

Leadership Characteristics and Traits of Mark Zuckerberg

- Explorer
- Hard worker
- Ruthless
- Relationship-oriented
- Charitable
- Assertiveness
- Mindfulness
- Multi-tasking
- Accepting challenges
- Innovative
- Competitive
- Strong values
- Visionary

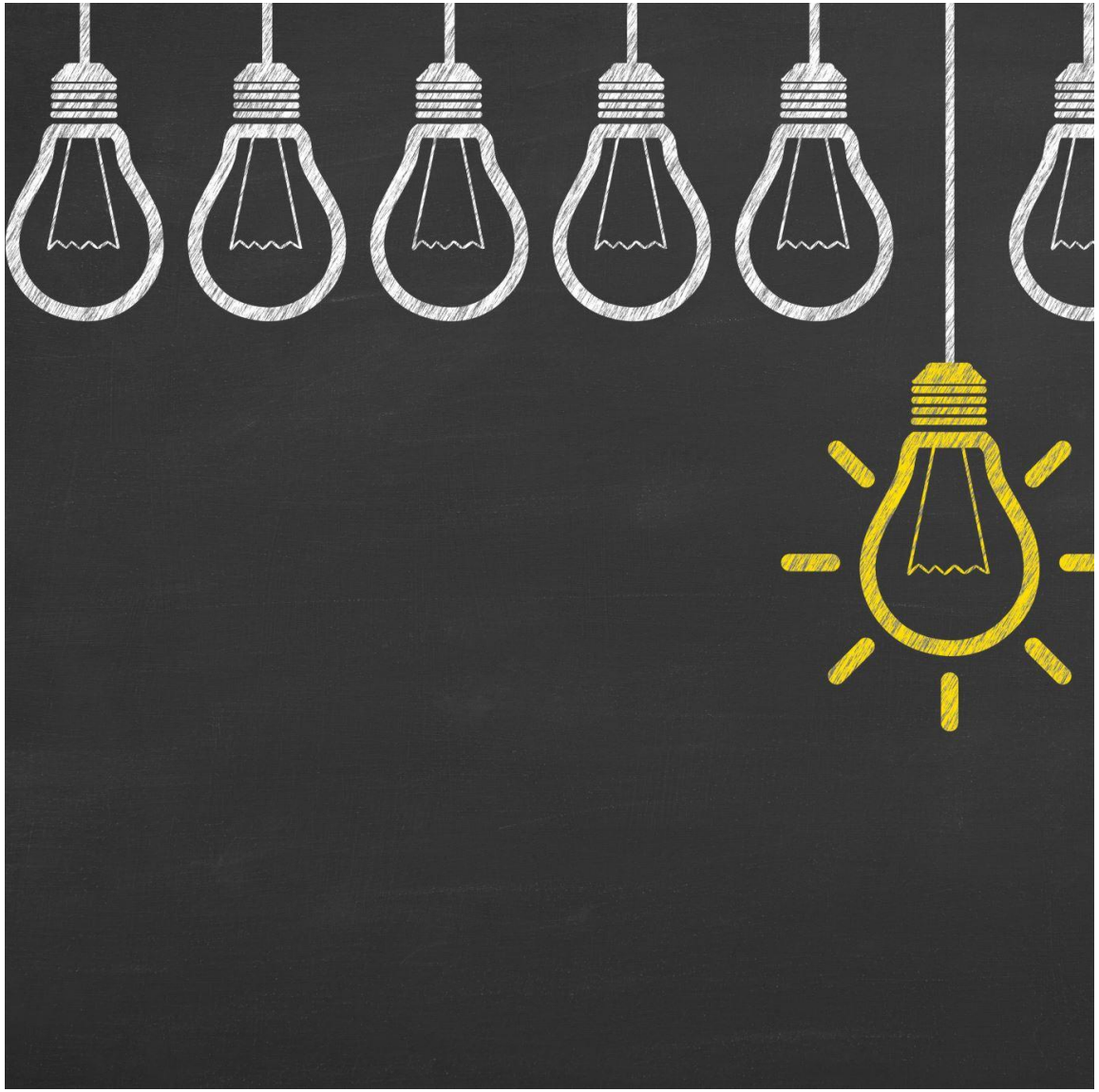
Leadership similarities and differences between Jeff Bezos and Mark Zuckerberg

Similarities	Differences
• The same leadership style, the transformational leadership;	• Jeff Bezos used a diversification strategy, expanding his business into many areas (retail, publishing). • Mark Zuckerberg maintained his original idea, only social media.
• Passion for the product;	• Being successful a bit later in life has its advantages; Jeff Bezos can focus and manage his success. • Mark operates by obstructing communication and urging staff to keep all information private, rather than being transparent (Mario Castaneda, 2018).
• The ability to see in the future.	

Recommendations

To have better leadership and more followers, leaders should:

- Determine leaders' advantages and disadvantages.
- Enroll to more leadership classes to improve competencies.
- Review the leader's technical abilities.
- Seek for a mentor.
- Set a clear objectives.



(Marieke van der Hoek, 2021)

Conclusion

- Leadership is the process of leading a certain group of people in a way to achieve common goal.
- Leaders create commitment and improve its employees' enthusiasm for work through different leadership attributes: following different leadership style, creating their leadership behaviors, and applying their skills.
- Effective leading a group is a guarantee for competitive advantage for the organisational improvement.
- Our research shows that our chosen leaders from 20th and 21st has the same leadership style – transformational. This is an example of the effectiveness of this style and in a result, employees are creating engaged and successful workplace.

Any questions?

Thank you

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