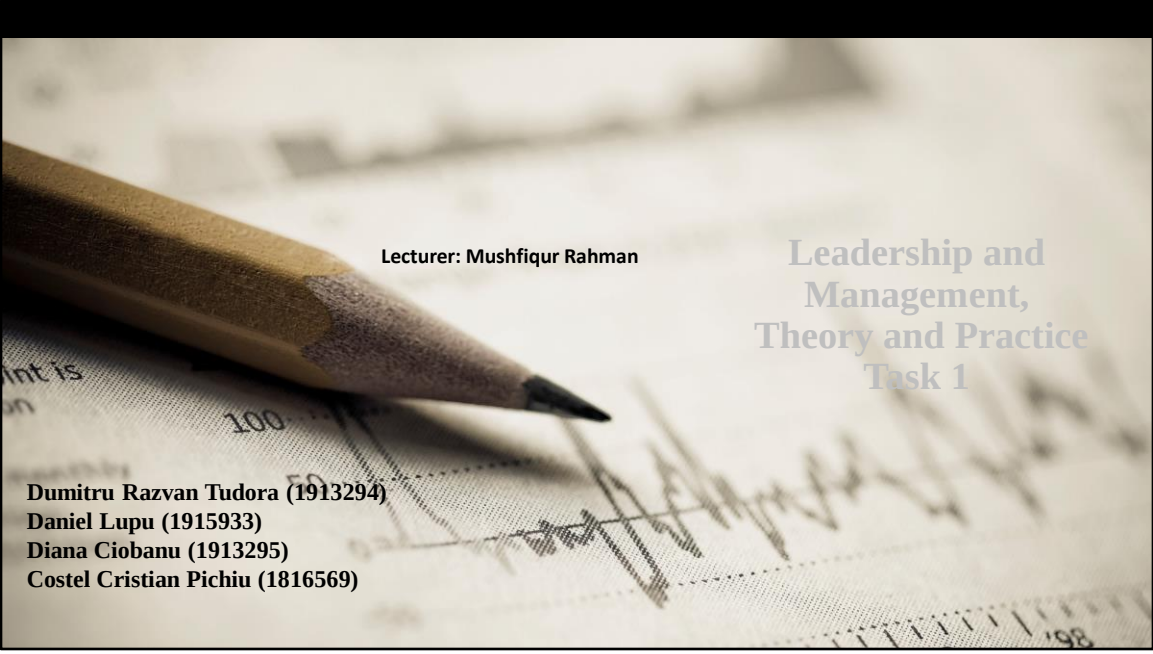


A close-up photograph of a wooden pencil with a sharpened lead tip, resting diagonally across a piece of paper. The paper features a line graph with a fluctuating line and some handwritten text. The background is slightly blurred, emphasizing the pencil and the graph.

Lecturer: Mushfiqur Rahman

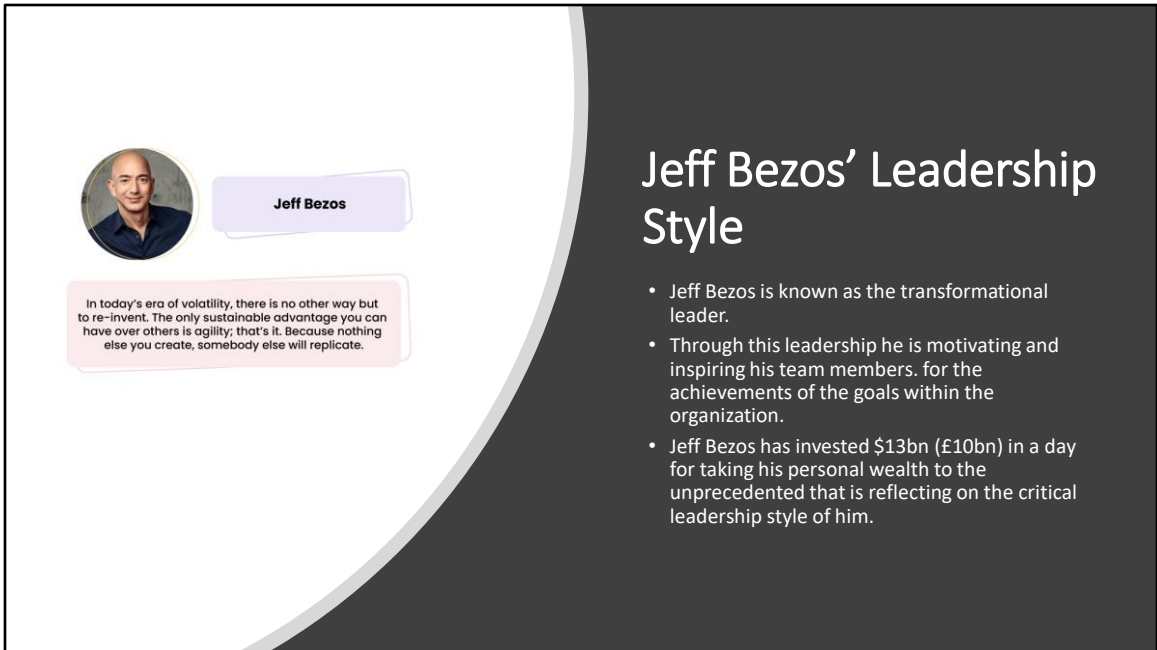
**Leadership and
Management,
Theory and Practice
Task 1**

**Dumitru Razvan Tudora (1913294)
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The presentation is going to discuss the leadership style of Amazon owner Jeff Bezos. The presentation is also going to discuss the impacts that occurred because of Amazon's leadership style both positive and negative. Even the presentation will also discuss profitability created in Amazon by the leadership style of Jeff Bezos. The presentation will use the transformational leadership model to discuss Jeff Bezos' leadership style and

contribution to Amazon. In the end, criticism of the leadership style of Jeff Bezos will also be discussed.

An infographic with a dark grey background on the right and a white background on the left, separated by a curved line. On the left, there is a circular portrait of Jeff Bezos, a purple speech bubble with his name, and a pink speech bubble with a quote. On the right, the title 'Jeff Bezos' Leadership Style' is written in white, followed by a bulleted list of three points.

 Jeff Bezos

In today's era of volatility, there is no other way but to re-invent. The only sustainable advantage you can have over others is agility; that's it. Because nothing else you create, somebody else will replicate.

Jeff Bezos' Leadership Style

- Jeff Bezos is known as the transformational leader.
- Through this leadership he is motivating and inspiring his team members. for the achievements of the goals within the organization.
- Jeff Bezos has invested \$13bn (£10bn) in a day for taking his personal wealth to the unprecedented that is reflecting on the critical leadership style of him.

Jeff Bezos is considered a transformational leader.

Through this leadership, he is motivating as well as inspiring his team members the achievements the goals within the organization. Through this leadership ability, Jeff Bezos is encouraging the work of the other people through the meeting that helps in motivating the people (Kantor and Streitfeld, 2015). Jeff Bezos' transformational style of leadership not only benefited the

customers but also impact the life inside the corporate offices. In his leadership style, even low-level staff also sign a lengthy agreement of confidentiality. Even the leadership of Jeff Bezos only allows some senior managers to talk to the reporters. Jeff Bezos always pushes everyone to learn and encourages careers to take off. Even Amazon focuses on staff behaviour and wants their employees to follow rules that are part of rituals and daily languages. In Bezos' leadership style it is expected from staff to exhibit the ownership or mastery of all business elements and should identify underlying ideas. This will help them to determine new services or fix issues before the shoppers or customers ask for them. Responsibility and customer satisfaction are the two key things that Jeff Bezos always focuses on and maintain in his transformational leadership style.

Jeff Bezos has invested \$13bn (£10bn) in a day taking his wealth to an unprecedented that is reflecting on his

critical leadership style of him (Neate, 2020). Five principles are included in the leadership style of Jeff Bezos that help motivate the people through the work culture of Amazon.



Jeff Bezos' leadership style helps his team members in Amazon to do remarkable jobs at the time of the pandemic. His transformational leadership helps team members to stay encouraged and accept the change. As a result, it shows positive results for Amazon's shareholders also. Jeff Bezos during a hard time in 2020 worked closely with the senior executive team and focused on employee safety and wellbeing. During a pandemic, daily

temperature checks and distribution of gloves and face masks to staff became important tasks in Amazon. This transformation motivates staff and allows them to work effectively and increase their operational productivity. Jeff Bezos' leadership style also reassured the shareholders that the organisation continues to focus on the core values embedded in its culture. In his transformational leadership recruiting inventive people and serving customers will be the consistent process. According to Jeff Bezos, Amazon's culture can improve the customers' and employees' lives along with general communities. Even his leadership style also focuses on the durability and adaptability of Amazon during a crisis. Senior leaders of Jeff Bezos mainly focused on tackling inventory problems and also discuss current COVID-19 updates. For consistent operation, Amazon delivers products at low and convenient prices and other essential services for customers (Kim, 2022).



Impacts occurred due to the leadership style of Amazon

- The culture of Amazon is influenced through the leadership style of Jeff Bezos.
- The personality and positivity of Jeff Bezos is reflecting on the staff of the organization.
- The principles of the leadership style can reach to the expectation of the every employees properly.
- This is related to the profit development for the organization that is related to \$1 billion through the earning profit on the quarterly basis.
- Amazon's self-reinforcing set of psychology helps them to complete the project successfully within given time.

The culture of Amazon is influenced by the leadership style of Jeff Bezos. Their personality as well as positivity in him is reflected in the staff of the organization. It can be said that the leadership style of Jeff Bezos can be applied every day. The principles of the leadership style can reach the expectation of every employee properly. The implementation of transformational leadership has a major impact on gaining the profitability of the

organization. This is related to the profit development for the organization that is related to \$1 billion through the earning profit quarterly.

In Jeff Bezos' transformational leadership style, Amazon applies a self-reinforcing set of psychological, data and management tools to inspire 1000s of white-collar staff to increase or boost their productivity. As a result, Amazon links the performance of these employees to their assigned project's success. For example, testing packages delivered straight to the car trunks of shoppers or selling wine. Jeff Bezos' leadership style helps employees to take on more responsibilities and his leadership principles help Amazon to improve their services and increase operational productivity. Under his transformational leadership, Amazon can maintain healthy competition in the workplace culture and maintain a positive work environment (Kantor and Streitfeld, 2022).

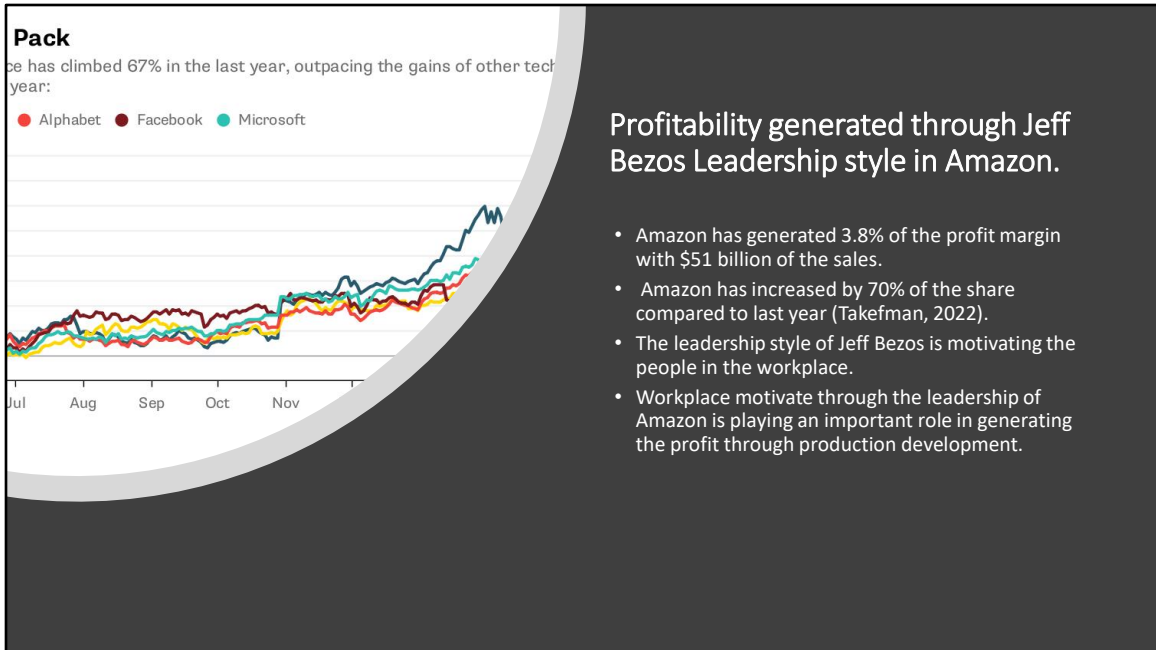


Impacts occurred due to the leadership style of Amazon

- The transformational leadership of Bezos inspires and motivates group members for achieving more
- Bezos' transformational leadership ensures all on the team is committed toward organisation's vision
- Due to leadership style sales increased and Amazon brought \$75.4 billion revenue in March, 2020 (DUMAINE, 2022)

Jeff Bezos is highly recognised as a transformational leader- who inspires and motivates group members for achieving maximum beyond their thought processes. The transformational leadership of Jeff Bezos mainly ensures all of the group is highly committed to Amazon's vision. Due to COVID-19 and lockdown, online sales and mobilisation have increased. As a result, Amazon by March 2020 has earned \$75.4 billion in revenue. It is

26% more than in 2019 (DUMAINE, 2022).



COVID-19 and every lockdown forced customers to 'click to purchase' which helped Amazon to generate more sales and increase its profit margins. As a result, Jeff Bezos' company has created 3.8% of profit margins and \$51 billion in sales. Due to increasing demand from customers, the transformational leadership of Jeff Bezos helped employees to stay motivated during a pandemic and delivered the best practices for the company. Even

Amazon has hired 175,000 more staff during the COVID-19 period and motivated them effectively to deliver according to customers' demands. In the first 9 months of 2020 during COVID-19 Amazon has increased 70% of their earnings which is up by 8 billion USD from 2019. The company has stated a 200% profit rise because of the increase in online shopping (Takefman, 2022).

Profitability generated through Jeff Bezos Leadership style in Amazon.

- Amazon's sales of face masks, handsanitisers have increased
- Toilet paper sales has increased to 186%
- In 2021, Amazon's sales increased to 44% (Khanna, 2022)
- \$26.9 billion is the profit amount of Amazon in 2020-2021



During COVID-19 many traditional retailers and stores have temporarily shut down their stores and faced empty shelves issues. In this situation, Amazon becomes a reliable option for them to sell products like face masks, disinfections, hand sanitisers and many more. As an outcome, on Amazon sales of toilet paper increased to 186% and cold and cough medicines increased to 862% yearly basis. In the USA, during the COVID-19 crisis

economic downfall and unemployment become common thing. During that time, Amazon brought over 175,000 new delivery staff and warehouses in-between March and mid-April. Even Amazon recruited 36,400 more people till June 2020. The main purpose is to fulfil the customer orders. This creates an expectation of Amazon's revenue to increase by \$100 billion every quarter. In reality, this initiative helped Jeff Bezos to add above \$70 billion to their net worth in 2020. In the case of Amazon, the company has earned \$26.9 billion in profit in-between April 2020-March 2021. On the other hand, this profit was only \$24.7 billion during 2017-2019. Even in 2021's first quarter, Amazon's net sales raised to 44% which reached \$108 billion and in 2020 it was only \$75.5 billion. Even Amazon's expectation of operating income for the recent quarter is \$4.5 billion to \$8 billion (Khanna, 2022).

Theories and model related to the leadership

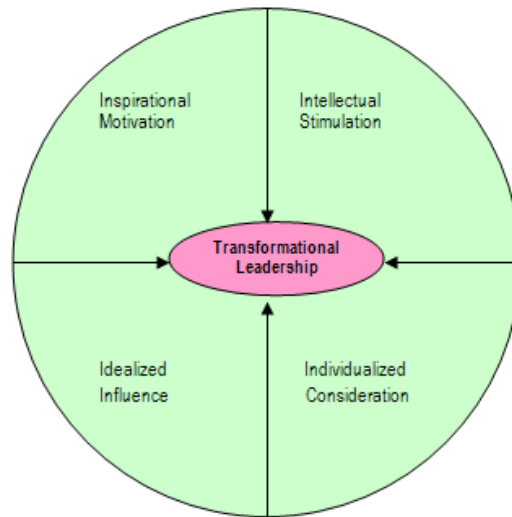
- This presentation discusses about transformational leadership model
- This model helps to raise the group's self-confidence and morale
- This model helps group to align themselves common purpose or overall vision (Ugochukwu, 2022).



The chosen model to describe Jeff Bezos' leadership style is the transformational leadership model. This model relies on group encouragement to realise entire success. Through, increasing the group's self-confidence and morale, the group may align themselves to the common purpose or overall vision. The purpose can be developed early on for this to become effective (Ugochukwu, 2022).

Theories and model related to the leadership

- Transformational leadership model is relied on the team encouragement.
- Following this model, Amazon can increase the morale of the team that is related to the overall success of Amazon.
- Transformational leadership style is included with idealized influence, intellectual stimulation, individual considerations and inspirational motivation.



The model of transformational leadership relies on team encouragement that is leading to the proper development of the success within Amazon. Following this model, Amazon can increase the morale of the team which is related to the overall success of Amazon. As per the theory of transformational leadership, this leadership style is included idealized influence, intellectual stimulation, individual considerations as well as

inspirational motivation.



Theories and model related to the leadership

- Transformational leadership of Bezos helps Amazon during lockdown and COVID-19-
 - To make core repositioning
 - New growth
 - Increase the financial performance (Linkedin, 2022)
- Since January 2020 Amazon share increased by 87%
- This raise helped Bezos to increase \$86 billion wealth since January 2020.

Jeff Bezos transforms himself into a transformational leader. Due to lockdown, COVID-19 and other crises Bezos' transformational leadership helps Amazon to do core repositioning, make new growth and also increase its financial performance. Jeff Bezos has earned \$86 billion wealth more since January 2020 after an 87% increase in Amazon's shares. The reason is high sales as demand increases from online shoppers (Linkedin, 2022).



Criticism on Jeff Bezos Leadership

- Jeff Bezos is considered a toxic leader for some time in the place of transformational leadership.
- Transformational leadership is important for the organization in developing the proper engagement with the employees.
- Amazon is administered from the different types of the effective process within the leadership.
- The style of Jeff Bezos is creating some difficulties for sometimes in thinking creatively.

It has been seen that Jeff Bezos is considered a toxic leader for some time in the place of transformational leadership. Transformational leadership is important for the organization in developing the proper engagement with the employees. This is leading to maintaining a positive culture for the organization. Amazon is administered from the different types of effective processes within the leadership. The style of Jeff Bezos is

creating some difficulties for sometimes in thinking creatively. The transformational leadership style is combined with the different types of theories of leadership.



As per Global Development Charity Bezos' wealth creation is truly shocking. Due to an increase, in wealth Bezos forced millions of people across the globe to depend upon government and food banks' support. During COVID-19, hunger has increased and many people are being pushed into high poverty. This is a major cause Bezos has been criticised (Neate, 2022).

Criticism on Jeff Bezos Leadership Style

- Amazon's criticism was made because of warehouse staff's treatment
- Jeff Bezos criticized for frequently overruled the major decisions
- He also criticized for not addressing collapse of Amazon Warehouse (Yohn, 2022)
- Amazon also criticized for not care about employees' personal life for comprising their operations or productions (Kantor and Streitfeld, 2022)



Amazon also faced massive criticisms from US general public and senators for warehouse staff's treatment at the time of COVID-19. Jeff Bezos' leadership is also being criticised for this purpose and their employee engagement becomes poor. Even after various initiatives taken by Amazon for employee safety, it is still unclear their spending towards business growth and customers efforts vs employee goods including creating consumer kits for

home testing for COVID-19. Even it is unclear about the amount to optimise the supply chain for COVID-19 treatments and supplies. Even confusion arose about whether the company truly values the frontline staff and also is invested in wellbeing. This criticism directly impacts the customer's purchase decisions and perceptions. Even his leadership style gets criticised because it frequently overrules major decisions, even among the top minds in Bezos' group. Jeff Bezos also gets frustrated while Amazon staff around him failed to adopt a mentality of 'we are going to conquer the world. For this purpose, the transformational leadership style has been highly criticised. Even during COVID-19 and after he resigned from Chairman he has been criticised for not addressing the warehouse collapse of Amazon and celebrating the launch of Blue Origin. His response also has been criticised in terms of the deadly collapse of the Amazon warehouse. It is already has determined the

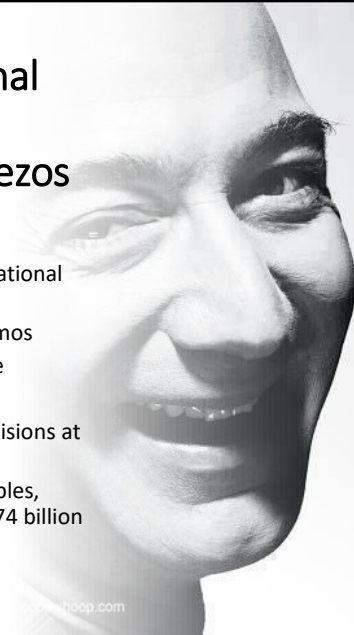
criticism of Jeff Bezos for his money-making approach during the COVID crisis. When hunger is increased all across the globe then Jeff Bezos's \$74 billion wealth creation is stated as high inequality. Poor staff treatment, generating huge wealth and irresponsible approach negatively impacted Jeff Bezos' reputation and his transformational leadership style (Yohn, 2022).

Jeff Bezos and Amazon were also criticised for staff care and it is determined all is not good inside Amazon.

Amazon does not tolerate any personal problems (even employee or their families suffering from deadly diseases) as they do not want to compromise their productivity or operations for employees' life problems.

If this thing occurs Amazon is concerned about it as being fired or they are in danger in their Amazon code.

Therefore, staff turnover became high at Amazon and Jeff Bezos is criticized for his transformational leadership style (Kantor and Streitfeld, 2022).



Transformational leadership according to Bezos

- The Amazon founder's principles on transformational leadership are-
 - Apply meeting memos
 - Embrace the failure
 - Keep innovating
 - Taking the best decisions at start of the day
- Based on these principles, Bezos has pocketed \$74 billion more wealth in 2020

"YOU HAVE TO BE WILLING TO BE MISUNDERSTOOD IF YOU'RE GOING TO INNOVATE"

Jeff Bezos
CEO, Amazon

Source: hoop.com

Jeff Bezos follows some principles in his transformational leadership such as embracing failure, focusing on consistent innovation, applying meeting the memos and also taking the best decisions at the start of the day. As the result, during the lockdown and pandemic Bezos's wealth increased by \$74 billion. Even his leadership helps Amazon to provide a 199,908% return on the stock market since 1997.

Conclusion

- The presentation concludes Jeff Bezos's leadership style is Transformational leadership style
- Presentation highlights due to the leadership of Bezos Amazon has increased their online sale in COVID-19 time
- Presentation summaries Transformational leadership model to discuss Bezos' leadership style
- Jeff Bezos increased wealth by \$74 billion
- Jeff Bezos has been criticized for making huge wealth where many people suffered from poverty

The research concludes that Jeff Bezos is using a transformational leadership style. It is determined Jeff Bezos's wealth since January 2020 has increased by \$74 billion. The research concludes Jeff Bezos' leadership helped Amazon to increase sales as demand for customers increased. Jeff Bezos' leadership style has been described by using the transformational leadership model. The research also concludes with Bezos' donation of \$25

million to the Amazon Relief Fund. Research determines criticism of Bezos's leadership because for that people have to rely on government support and food banks. Amazon is criticized for not tolerating employees' problems in their productivity losses or operational loss even after they or family members are having deadly diseases.

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thank
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