



Leadership and management In the 20th and 21st century

Group Presentation

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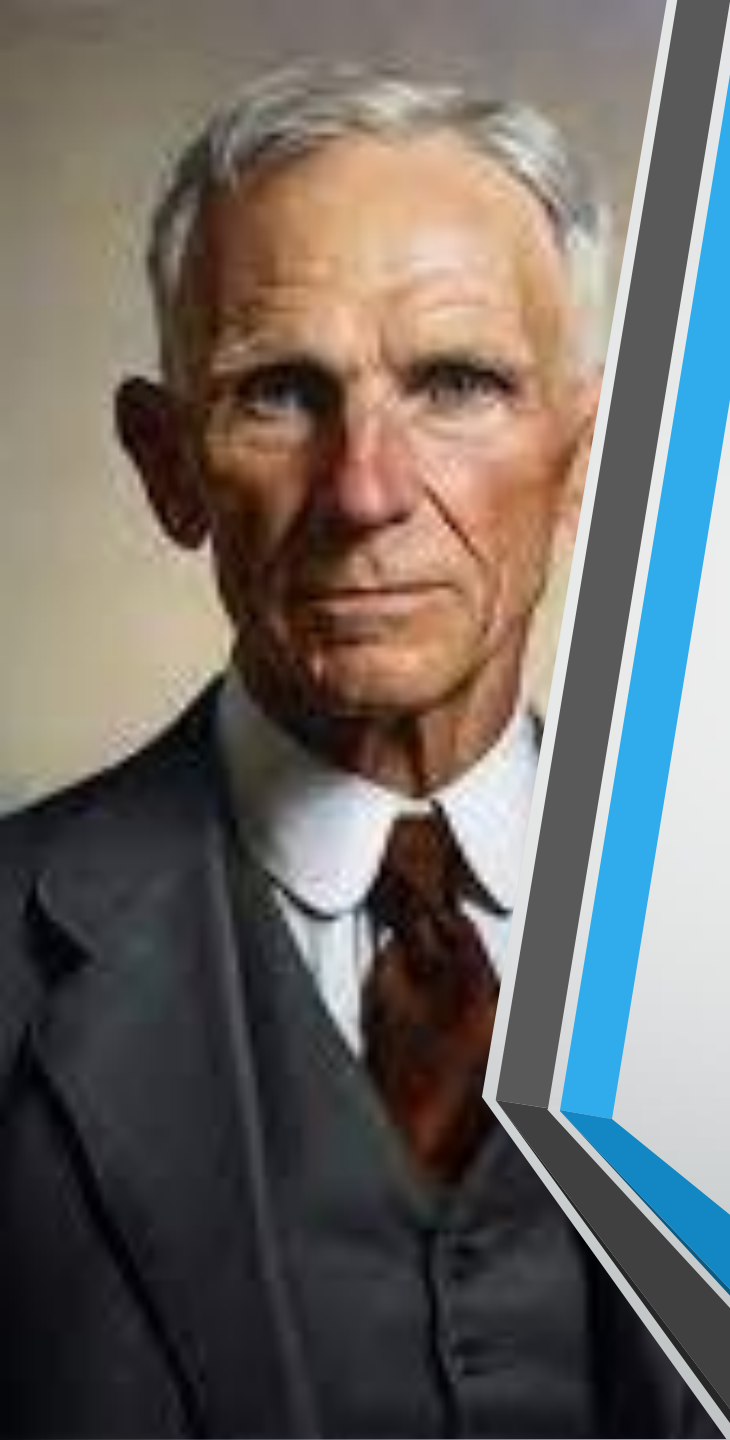
Presenting:

- Yulia Vasileva – Henry Ford
- Yanko Nikolov – Steve Jobs
- Gabriela Koleva – Jeff Bezos
- Mihail Roussev – Elon Musk

INTRODUCTION

In this presentation, we will introduce you to different management models of some of the most successful leaders of the 20th and 21st centuries. Each of them has left a mark on the business in a different way, and we as observers and analysts can highlight the most striking approaches. We will pay attention to the similarities and differences in management between the 20th and 21st centuries. Finally, we will summarize all the information and highlight what we believe are the most important lessons.





Henry Ford Leadership style

Visionary and Innovative: Ford was unrelenting in its pursuit of invention to bring his clear vision of the future of transportation to reality. His inventive ideas and vision are demonstrated by the development of the production line and the Model T (Crocker, G. and Bryan, F., 1991)



Leading the Way in Worker Compensation and Welfare: Ford took the lead in enhancing the well-being of his employees. In 1914 Ford start paying his employees \$5 a day, which was much more than the going rate at the time. This action improved productivity and decreased staff turnover.



Legacy and Impact: Ford's leadership left an indelible mark on the automotive industry and manufacturing worldwide. His vision for affordable cars and the revolutionary manufacturing techniques he introduced not only transformed the auto industry but also had lasting impacts on industrial production and labour practices.

Autocratic and Controlling: He made decisions unilaterally and expected his employees to follow his directives without question. This control included his desire to have an impact on his employees' personal lives, as demonstrated by the creation of the Sociological Department.



Resistant to Change: Later in his career, Ford's leadership style revealed a resistance to change. He was slow to update the Model T or respond to competitors' innovations, which eventually led to declining sales and loss of market share. His reluctance to adapt may have been influenced by his first innovations' success, which emphasises his autocratic leadership style.



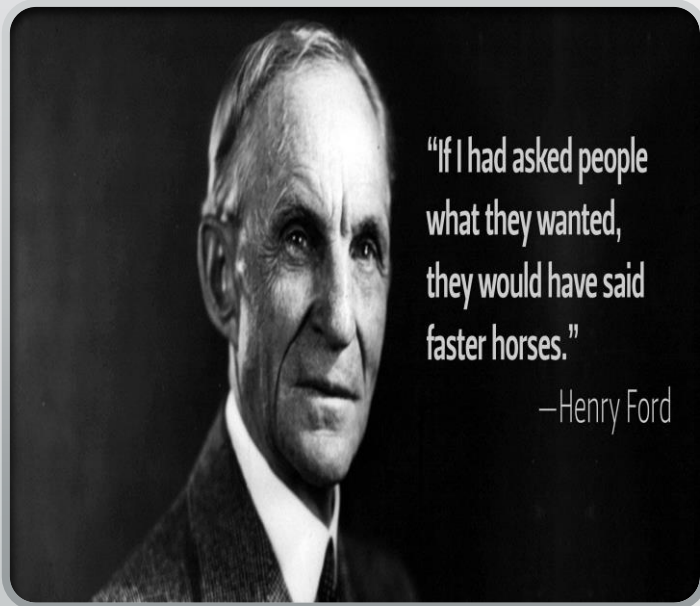
Success: Henry Ford was acutely aware his business was only successful because of the customers who had faith in his product. Rather than catering to the rich and hiking up his prices, he offered a vehicle that was affordable and reliable for all.

Henry Ford Leadership behaviour

Henry Ford's leadership was marked by visionary innovation and autocratic control. He revolutionized manufacturing with the assembly line, significantly impacting the 20th-century economy. Despite his focus on worker welfare, his resistance to change and micro-management style sometimes stifled innovation and alienated employees, reflecting a complex leadership legacy. This blend of innovation and inflexibility, welfare and control, positioned Ford as a complex figure whose contributions to the automotive industry and corporate leadership remain influential, albeit controversial, shaping the landscape of modern industrial production and labour relations (Beckhard, R., & Dyer, W. G., Jr., 1983).

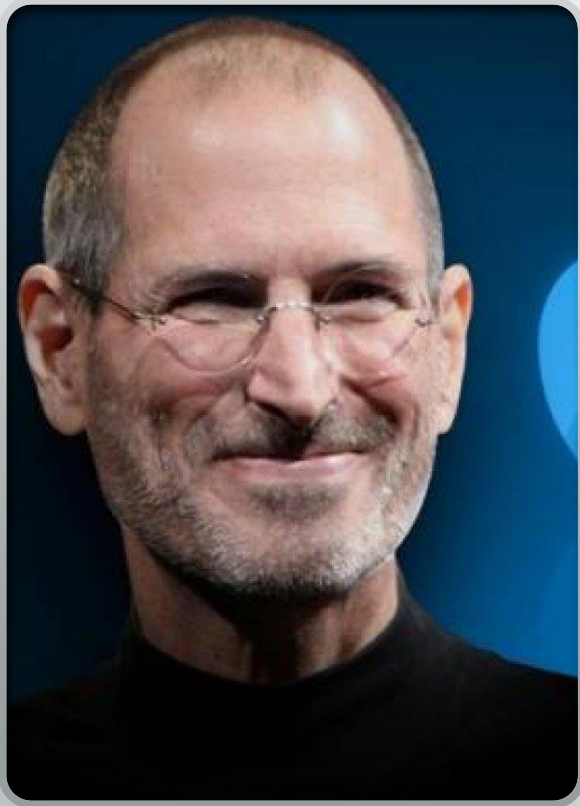


Followers Appeal of Henry Ford



People are motivated by Henry Ford's ability to transform the automobile from a luxury item to an affordable, mass-produced commodity. Even in those times, he proves that no matter how big the dreams are, they are achievable. His belief in paying workers enough to afford the products they produced was revolutionary at the time and emphasized a principle of economic justice that appealed to many. Ford's emphasis on practicality, from the design of its cars to its approach to solving social and economic problems, appeals to those who value pragmatic and tangible results in leadership. Henry Ford inspires many that something that seems impossible turns out to be possible (boldbusiness.com).

Steve Jobs Leadership style



As a real innovator, Jobs had a clear idea of where he wanted to see Apple go. It is said that he was not far from seeing computers on every employee's desk in the future, and he worked relentlessly to realise that vision.

He exhibited traits of transformational leadership, which involves recognising and implementing change. Jobs was more interested in making things better than accepting them as they were (Dan, A. 2011, October).

Steve Jobs Leadership behaviour

Steve Jobs' leadership was marked by visionary foresight, demanding perfectionism, and charismatic inspiration. He set exceptionally high standards, driving innovation with meticulous attention to detail. Jobs' passion fuelled Apple's success, though his mercurial temperament and exacting expectations posed challenges. His charismatic presentations captivated audiences, while his disruptive thinking reshaped industries. Despite occasional friction, Jobs' visionary leadership left an indelible mark on technology and design, cementing his legacy as one of the most influential figures in modern business history (Helft, M. 2011, September).



Followers Appeal of Steve Jobs

People followed and adored Steve Jobs because of his capacity to inspire excellence in others. Despite his weaknesses, Jobs' enthusiasm, imaginative leadership, and insistence on explaining the logic behind actions endeared many to him. His contagious energy and ability to offer diverse viewpoints encouraged his team, generating an environment of innovation and excellence. Ultimately, Jobs' impact extended beyond his own accomplishments, establishing a legacy of inspired individuals motivated to push limits and effect dramatic change (www.inc.com).

Have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary.



Steve Jobs

WonderfulQuote

Jeff Bezos Leadership style

Jeff Bezos is known for his distinctive leadership style, characterized by innovation, long-term thinking, customer obsession, and a willingness to take risks.

Jeff Bezos's leadership style effectively fosters a customer-focused environment. In order to facilitate improved communication, a quicker and easier method of problem identification, and the removal of the hierarchical structure typically found in large organizations, he formed small teams to concentrate on specific tasks and issues. An environment of healthy competition that fosters the growth of the company serves as another source of inspiration for the teams.

The quickness and borderline aggressiveness with which Jeff Bezos has tackled the expansion of his business is another noteworthy aspect of his leadership style: "Amazon is known as a demanding place to work." Not everyone should use it. The business may be described as "aggressive." aggressive in pursuit of outcomes—that is, the proper kinds of outcomes. aggressive in requiring individuals to produce and be experts in their field. aggressive in helping groups and leaders accomplish the impossibly difficult goal of perfection." (Denning, 2019)



Jeff Bezos Leadership behaviour



Jeff Bezos's leadership behaviour can be observed through his actions, decisions, and interactions with employees, customers, and stakeholders. Some of the key behaviours that characterize Jeff Bezos's leadership style are: High Standards, Customer Obsession, Innovation and Experimentation, Willingness to Take Risks. Long-Term Vision, Delegation and Empowerment. These behaviours have been instrumental in shaping Amazon's culture and driving its success under Bezos's leadership (Andrés, de F., 2017).

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Followers Appeal of Jeff Bezos

People who follow Jeff Bezos are often entrepreneurs, business professionals, technology enthusiasts, investors, and individuals interested in innovation and leadership. Jeff Bezos, as the founder of Amazon and one of the wealthiest individuals in the world, attracts a wide range of followers who are inspired by his success, business strategies and ideas, and vision for the future. Additionally, those interested in e-commerce, digital transformation and disruptive technologies are likely to pay attention to Jeff Bezos and his venture (Denning, S., 2019).



Elon Musk Leadership style

Elon Musk's leadership style is primarily transformational, driven by his ambitious goals and vision. He encourages input from team members and values their ideas, fostering an inclusive decision-making process. However, Musk also employs a mix of autocratic, democratic, and laissez-faire styles when necessary. His autocratic approach facilitates quick decisions, while his democratic style promotes open dialogue and idea-sharing. Additionally, Musk's laissez-faire approach grants autonomy to team members, allowing them to take ownership of their decisions. This unconventional yet effective blend of leadership styles has been instrumental in Musk's success, combining ambition, openness, and determination (Denning, S., 2018).



Elon Musk Leadership behaviour

Elon Musk's leadership behaviour is characterized by a relentless pursuit of perfection, driving him to collaborate closely with his team to deliver exceptional products. He sets clear goals and expectations. Directive leadership, Musk is renowned for establishing clear objectives and expectations for his teams, offering precise guidance on how to attain them. He actively participates in decision-making processes and takes a hands-on approach to steering the activities of his companies. Achievement-Oriented Leadership, He sets lofty targets and maintains accountability for both himself and his employees. Musk's emphasis on innovation, risk-taking, and pushing boundaries underscores his achievement-oriented leadership style. His dedication to excellence inspires his employees to exceed expectations (Vance, A., 2015).



Followers Appeal of Elon Musk

Elon Musk's followers are drawn to his visionary leadership, bold ambition, and relentless pursuit of groundbreaking innovation. They admire his authenticity, transparency, and willingness to challenge the status quo. Overall, Musk's charismatic personality and unconventional approach to leadership inspire loyalty and devotion among his followers, who see him as a transformative figure shaping the future (Handley, L., 2019).



Leadership similarities between 20th and 21st century

Vision and Innovation

In the 20th century, visionaries transformed industries with their groundbreaking ideas. Similarly, 21st-century leaders have pushed the boundaries of technology and industry, demonstrating that a compelling vision and innovative thinking remain critical for transformative leadership.



Focus on People

Despite the changing nature of work and societal shifts, effective leaders in both centuries have recognized the importance of focusing on people—whether it's their customers, employees, or broader communities. Leaders understand that the success is deeply tied to the well-being and engagement of people.



Communication and Influence

From charismatic 20th-century leaders who leveraged print and broadcast media, to 21st-century leaders mastering digital platforms and social media, the ability to communicate vision, values, and objectives clearly and persuasively remains a key leadership trait.

Adaptability and Resilience

The 20th century saw leaders navigating world wars, economic depressions, and rapid technological changes. The 21st century has globalization, climate change, and the digital revolution. Leaders in both eras have shown that adaptability and resilience are crucial for navigating and leading through change.



Ethical Leadership and Social Responsibility

From the 20th to the 21st centuries, the idea of ethical leadership and the understanding of a leader's social obligations have grown in importance. More and more people are holding leaders responsible for their deeds as well as the effects that their companies have on the environment and society.

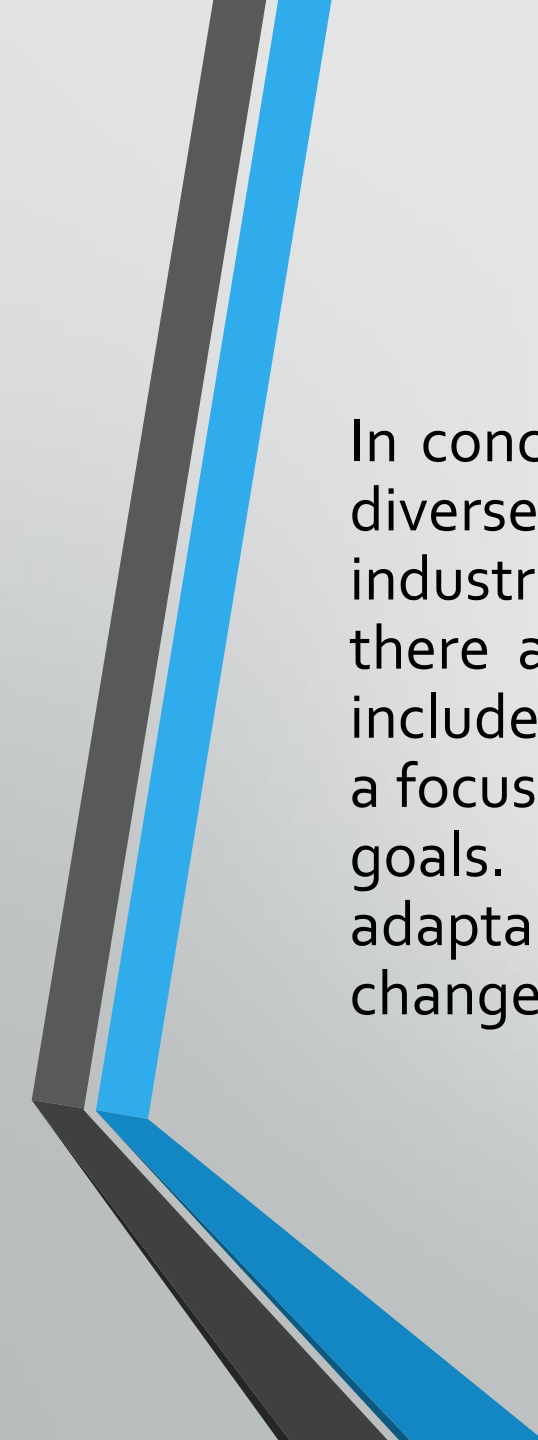


Embracing Diversity and Inclusion

While the 20th century laid the groundwork for recognizing the importance of diversity and inclusion, the 21st century has seen an acceleration in embracing these values as central to effective leadership.

Leadership differences between 20th and 21st century

Differences	20 th century	21 st century
Communication and Connectivity	Leadership often relied on traditional modes of communication, such as memos and face-to-face meetings.	Leaders utilize a variety of communication channels, including email, video conferencing, and social media, to engage with employees, customers, and stakeholders globally.
Collaboration and Teamwork	Leadership tended to emphasize top-down decision-making with less emphasis on collaboration and teamwork.	Today's leaders recognize the importance of collaboration and teamwork in driving innovation and problem-solving.
Adaptability and Agility	Leadership was often characterized by stability and long-term planning, with a focus on established processes and procedures.	Effective leadership requires agility, adaptability, and the ability to pivot quickly in response to technological advancements, market shifts, and unforeseen challenges.
Innovation and Risk-Taking	The innovation often followed a more incremental and risk-averse approach, with emphasis on proven methods and established markets.	Today's leaders must embrace a culture of innovation and risk-taking to stay competitive in the fast-paced marketplace.
Purpose-Driven Leadership	Leadership was often focused primarily on financial performance and shareholder value.	Growing emphasis on purpose-driven leadership, where leaders prioritize social responsibility, sustainability, and ethical decision-making alongside financial objectives



Conclusion

In conclusion, Henry Ford, Steve Jobs, Elon Musk, and Jeff Bezos exemplify diverse leadership styles that have left indelible marks on their respective industries and beyond. While each leader had their own unique approach, there are common threads that run through their leadership styles. These include a commitment to innovation, a willingness to challenge the status quo, a focus on customer needs, and an unwavering determination to achieve their goals. Their stories underscore the importance of vision, perseverance, adaptability, and a relentless pursuit of excellence in driving meaningful change and leaving a lasting legacy.

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ANY QUESTIONS ?