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Introduction to

Leadership and

Management

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INTRODUCTION

Leadership style are the set of **management practises, methodology and acts inculcated by leaders to meet overall organisational goals** (Ufua, and et.al.,2020). In this report a comprehensive analysis of leadership style with respect to working of the organisation like Facebook and Amazon had been conduction. At the same time a self-reflection regarding personal leadership experience with inculcation of theory in being presented. At last a brief conclusion in provided to overall summarised the report.

MAIN BODY

Leadership theory

Laissez-faire leadership style

In laissez-faire leadership style, leaders generally tends to **provide freedom to members of group to take decision with respect to a task own their own**. (Lundmark, Richter, and Tafvelin, 2022) Leaders are generally in **hands off mode and a self-automated** model is adopted for overall administrative functions of organisation.

Mark Zuckerberg while working as CEO of Facebook opted for laissez faire leadership style. This allowed the team of Facebook to come up with **multiple innovative and creative ideas to ensure organisational growth**. Laissez faire approach had indeed promote autonomy and empowerment of each employees of Facebook. This had ensured that Facebook remains in forefront of inculcating future industry trends.

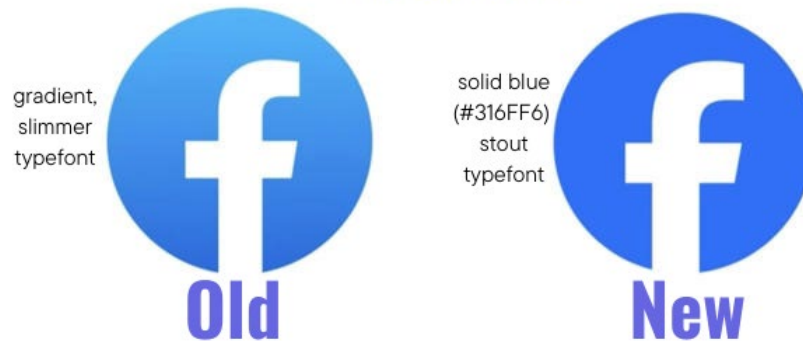
There are multiple advantages and disadvantages of Laissez-faire leadership style which are described below

<u>Advantages</u>	<u>Disadvantages</u>
<u>Highly Motivates</u> - Laissez-faire approach allows team members and to work independently to foresee any kind of challenges in organisation. This motivates employee for the betterment of organisation that cannot be achieve from monetary incentives.	<u>Absence of direction</u> - Laissez-faire approach tends to create confusion and ineffectiveness in the organisation. As there is absence of any kind of guidance from senior management chances of divergence between organisational goals and individual goals are very high.

<u>Building future leadership-</u> Laissez-faire approach give chance to employee to showcase and evaluate leadership skills (Jaafar, Zambi, and Fathil, 2021). As the employees are provided with compete autonomy with respect to task thus this gives an excellent opportunity to the employees to learn and build leadership skills.	<u>No accountability-</u>As leaders are completely hand offs with respect to task and employees work in an automated mode, this eventually creates a void with respect to accountability of the task in case of failure.
<u>Flexibility-</u> Laissez-faire approach from its very nature is inclined to provide flexibility to the employee with respect to handling of the task. This flexibility eventually helps the organisation to adapt with the change in marketing pattern and shift customer behavioural preference.	<u>Organisational chaos-</u> Absence of any kind of hierarchy and accountability can eventually led to a situation of chaos. This chaos can negatively impact the overall functioning of organisation as it leads to missing of deadlines, compromising quality of work and incompleteness of the task.

<u>Facebook Case study</u> When Facebook try to change its logo, the organisation had adopted for Laissez-faire leadership style. Thus it provided autonomy to employees to think creatively and lead the task as per the needs and demands of situational analysis (Levy, 2020). This eventually helped Facebook to build a logo that is not catchy in looks but at the same time value and belief of organisations was also enculturate in logo of Facebook. Under this organisation is opted to blue colour that have a hex code of “#316FF6”. At the same time Facebook also decided to use Facebook Sans as Facebook own customer typeface. These overall changes had bring more viscosity and legibility in the overall platform of Facebook. The organisation did not stopped here only. Facebook inculcated a new palette of the colour.

Facebook Logo Before & After

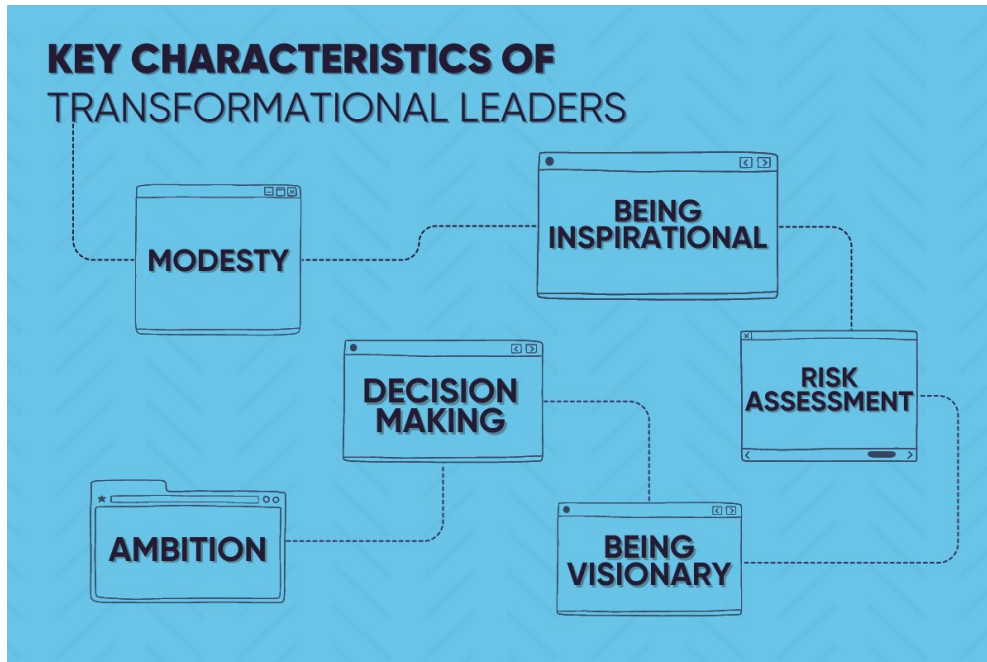


Source < <https://www.linkedin.com/pulse/did-facebook-change-its-logo-blue-brand-color-katt-wagner#:~:text=The%20new%20Facebook%20logo%20uses,primary%20blue%20across%20the%20platform.>>

However with the **rise in number of social media platform** it is important for Facebook incorporate a **hybrid mix of Laissez-faire and Transformational leadership** to ensure that organisation was able to inculcate changes in both technologies and behavioural aspect of target market.

Transformational leadership style

Transformational leadership style prime motive is to ensure that **employees are motivated to ensure that innovation and creativity is encouraged in the organisation**. This helps the organisation to inculcate effective strategies to ensure organisation growth and improve overall business performance of the organisation. (Dung, and Hai, 2020) A very common trait in the Transformational leadership style is that leadership are often motivated towards the working of the company and ensures that employee's career advancement and growth take place.



Source <https://www.linkedin.com/pulse/power-transformational-leadership-inspiring-positive-change>

There are multiple advantages and disadvantages of Transformational leadership style which are described below

<u>Advantages</u>	<u>Disadvantages</u>
<u>Inculcation of goals and vision-</u> Transformational leaders tends to provide clear guidance to the subordinate department. This overall helps the employee to ensure that he is completely aware about the expectations of the organisation from him. This creates converge between individual goals and organisational goals and increases the productivity of the administration. .	<u>Probability of burnout increases-</u> Transformational leadership style tends to push the employees to the farthest capabilities. Thus this eventually creates a misbalance in the work life balance of the employee. If the threshold barrier with respect to workload is increases furthermore, organisation tends to achieve low retention rate. While generally increases the operational cost of organisation.

<u>Inculcate work place integrity-</u> One of the most important quality of Transformational leadership style is that multiple organisational values such as honesty, integrity, clarity in communication is being integrated in the organisation. Employees are generally encouraged to prioritise the current working of the company. This eventually ensures that the best possible outcome with respect to organisational efficiency and revenue is achieved.	<u>Needs transparent and continuous chain of communication-</u> While ensuring the transformational changes in the organisation Transformational leadership style heavily relies on robust communication mechanism. In case where such a robust communication is absent organisation suffer. (Alsayed, and et.al., 2020) This lead to slow down of transformational process and increased capital requirement for the process.
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<u>Amazon case study</u> To ensure that Amazon have a scalable and at the same time an agile structure, Jeff Bezos CEO of amazon had opted for Transformational leadership style. Under this Jeff Bezos had inculcated two pizza theorem. As per two pizza theorem teams in amazon should be small enough that can be nourished just by eating two pizzas. This same style was implemented in Amazon throughout the organisational structure. By incorporating these type of rules Amazon was able to expand its business market in other countries and inculcated personalised customer experience in the organisational behaviour. Hence ultimately Amazon was able to create a health competition with the organisation, under which multiple independent verticals were in competition with each other which motivated employees to work beyond their capabilities (Kovalenko, and Kovalenko, 2020).
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However as Amazon is trying **to expand organisational business in the markets of emerging economies** it is important for organisation to inculcate **democratic leadership** to ensure cultural inclusiveness in the organisation take place very smoothly.

Describing personal experience and integrating theory

Though I don't have any vast leadership experience in professional market but I was get to my fare share of leadership while I **was working as an intern in TESCO**. I was given opportunity to lead a team. My team task was to provide an in depth market analysis of TESCO. As a team leader I was able to **delegate the task well and ensure that a complete transparency** and effective communication remains with in the team. Though in the due course of time I realised that the overall effectiveness of team was eroded. For an example as **democratic leadership style** (Woods, 2021) gives chance to each team member to represent his/her own ideas. This eventually increases the time to for the allocated task. And at last I realised that me and my team was **actually behind the schedule**.

This was my first learning in the leadership skills that being too friendly eventually leads to diverse from the professional goals. There by I decided to **opt for autocratic leadership style** (Asno, and Sary, 2023). Under this I decided to give **clear instruction to my team members with regards to quality and schedule time frame to complete the task**.

Though I was able to deliver the report on time but I realised that each leadership style **have its own advantage and disadvantages**. Hence a hybrid mix of leadership style is required to ensure that work is effectively done without compromising on quality.

CONCLUSION

From the above report it can be concluded that indeed leadership styles plays an important role in shaping the success of the organisation. For an instance Facebook and Amazon while using Laissez-faire leadership style and transformational leadership style were able to cater the needs of market. However at the same time due to multiple geopolitical factors such as pandemic, Russia Ukraine war and supply chain distribution there is need to inculcate reforms in leadership style. Under this organisation was required to inculcate new leadership theories based on situational analysis.

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