

LEADERSHIP AND MANAGEMENT, THEORY AND PRACTICE

Case study and Jeff Bezos's Leadership Group Presentation

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Module : LCBB6003 Leadership and Management, Theory, and Practice

Introduction

- Case Study: Jeff Bezos, the world's richest man, added £10bn to his fortune in just one day
- Will critically evaluate the leadership of Jeff Bezos
- Will evaluate the effectiveness of Bezos's leadership quality using theories

About Jeff Bezos

- Founder, CEO, and President of Amazon.com
- One of the richest people in the world
- Was born on January 12, 1964
- Worked in wall street
- A visionary businessman



The Leadership of Bezos

Customer Centric

- Jeff Bezos is one of the most customer centric leader in the world
- Amazon was one of the first company to allow customer to review products

Innovative Leader

- Innovative leadership has made him one of the most successfull entrepreneur of our time
- He is constantly thinking of new way

The Leadership of Bezos

Passionate

- Jeff Bezos is passionate about his work and Amazon

Long Term Thinking and Visionary

- He said that he wants Amazon to be a company that lasts for centuries
- Has long term investments in research and development

Willingness to take risks

- He has been willing to make bold bets on new businesses, such as e-commerce and cloud computing, which have paid off handsomely for the company.

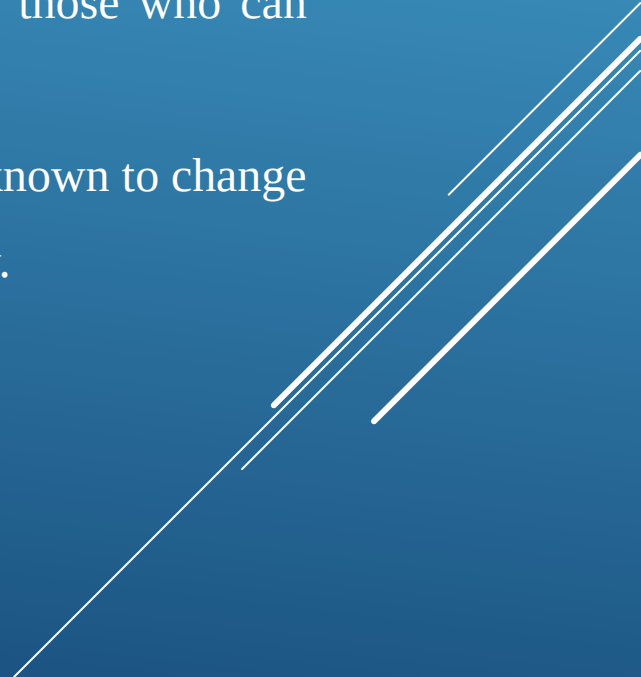
Effectiveness of Bezos's Leadership Qualities

In the context of Transformational Leadership:

- The theory points that leader motivate and inspire follower...
 - Bezos is visionary, bold, and innovative
 - Taken amazon from a small bookseller to global e-commerce platform
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Effectiveness of Bezos's Leadership Qualities

In the context of Situational Leadership:

- The theory posits that the most effective leaders are those who can adapt their leadership style to a specific situation
 - Bezos is certainly a situational leader, as he has been known to change his leadership style based on the needs of his company.
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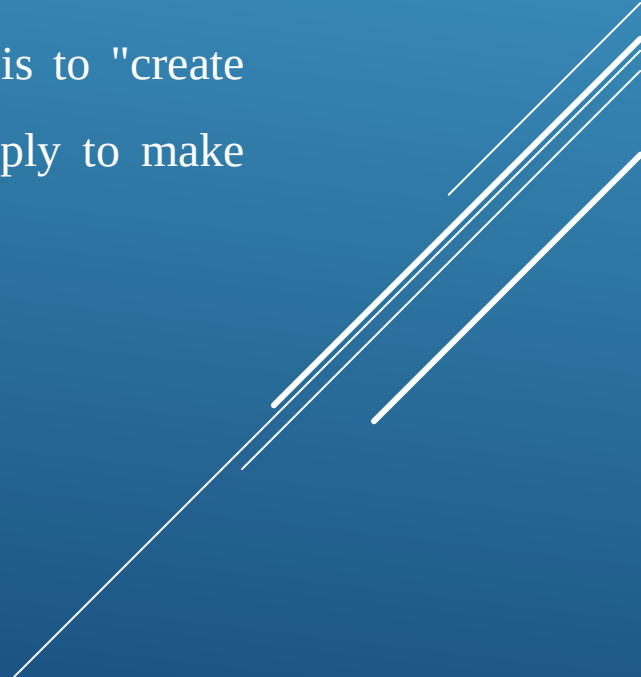
Effectiveness of Bezos's Leadership Qualities

In the context of Contingency Theory:

- Certain qualities tend to be effective in many situations, and Jeff Bezos seems to possess many of them.
 - He is a persistent leader who never gives up
 - Under his leadership, Amazon has developed a strong culture
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Effectiveness of Bezos's Leadership Qualities

In the context of Servant Leadership:

- This theory posits that the most effective leaders are those who serve their followers, rather than seek power or status
 - Bezos is certainly a servant leader, as he has said that his goal is to "create something lasting and worthwhile" for Amazon, rather than simply to make money for himself.
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Conclusion

- Some say that Jeff Bezos is an effective leader, while others say that he is not
 - His leadership qualities have helped him to grow his business and make it one of the most successful in the world.
 - For Bezos, adding £10bn to his fortune in just one day is impressive.
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Case study and Jeff Bezos's Leadership Group Presentation – Speaker Notes

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Introduction

Jeff Bezos, the world's richest man, added £10bn to his fortune in just one day, according to the Bloomberg Billionaires Index. The Amazon founder and CEO's net worth now stands at £140bn, making him the first person to surpass the £100bn mark since the index began in 2012. In this report, we will critically evaluate the leadership of Jeff Bezos and the effectiveness of Jeff Bezos' leadership qualities from our understanding and interpretation of the leadership theories and perspectives based on the case study. We will first provide a brief overview of Jeff Bezos and Amazon.com, Inc. We will then discuss the leadership theories and perspectives that we will be using in our evaluation. Finally, we will present our evaluation of Jeff Bezos' leadership and the effectiveness of his leadership qualities.

About Jeff Bezos

Jeff Bezos is the founder, CEO, and president of Amazon.com, an online retailer that sells a wide variety of products, including books, music, videos, consumer electronics, toys, and home-improvement items. Bezos is also the founder of Blue Origin, a space exploration company. He is one of the richest people in the world, with a net worth of over \$100 billion as of October 2021 (Fernandez-Villaverde, 2021).

Bezos was born in Albuquerque, New Mexico, on January 12, 1964. He is the son of Jacklyn Gise and Ted Jorgensen. His mother was a 17-year-old high school student when she became pregnant with Bezos. His father was a bike shop owner. Bezos was raised in Houston, Texas, and attended River Oaks Elementary School. He then attended Miami Palmetto Senior High School, where he was a National Merit Scholar. He graduated from Princeton University in 1986 with a Bachelor of Science degree in electrical engineering and computer science.

After graduation, Bezos worked on Wall Street for D. E. Shaw & Co., a hedge fund. He left in 1994 to start Amazon.com in Seattle, Washington. Amazon.com was originally a book-selling website but soon began selling a wide variety of other products, including music, videos, and consumer electronics. The company has since expanded into many other businesses, including Amazon Web Services, Kindle, and Amazon Prime (Furgang, 2018).

Bezos has been described as a "visionary businessman". He is known for his focus on long-term growth and customer satisfaction. He is also known for his innovative and risk-taking business practices (Stone, 2018).

Conclusion

Jeff Bezos's leadership quality and effectiveness have been widely debated and discussed. Some say that he is an effective leader, while others say that he is not. However, there is no doubt that he is a very successful businessman. His leadership qualities have helped him to grow his business and make it one of the most successful in the world. As the world's richest man, Jeff Bezos is used to his wealth fluctuating. But even for Bezos, adding £10bn to his fortune in just one day is impressive.

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