

LEADERSHIP AND MANAGEMENT GROUP PRESENTATION

**UWTSD
Level 6, Term 2, Assignment 2
Group 2**

CRITICAL EVALUATION OF THE LEADERSHIP AND EFFECTIVENESS OF JEFF BEZOS – FOUNDER AND CEO OF AMAZON

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**STRUCTURE OF
THE
PRESENTATION:**

Anton Antonov – Student ID 1908495-
Introduction about Amazon,
Transformational leadership styles,
Effectiveness of Jeff Bezos leadership
- slides 3, 4 and 5

Marina Stefanovska – Student ID
1908497– Innovation leadership and
Situational styles-
slides 6, 7 and 8

Petya Elchinova – Student ID
1905519 – Charismatic, Autocratic
Leadership styles and conclusion-
slides 9, 10, 11 and 12

INTRODUCTION: AMAZON

American
multinational
technology
company

E-commerce,
cloud computing,
digital streaming,
and AI

One of world's
most valuable
brands

Founded by Jeff
Bezos

World's largest
online retailer
and marketplace

\$469+ billion
revenue in 2021

(Amazon, 2022)



EFFECTIVENESS OF JEFF BEZOS' LEADERSHIP

Innovation and Change

Inspire innovation and instigate organisational changes (Lewin's 3-Stage Model of Change)

Customer centricity

Build strong customer loyalty and increase repeat business

Embrace Failure and motivation

- Fresh perspective on accepting, normalizing, and embracing failures (Maslow's hierarchy of needs)



TRANSFORMATIONAL LEADERSHIP

CAUSES CHANGE
IN INDIVIDUALS
AND SOCIAL
SYSTEMS

MOTIVATES AND
INSPIRES TEAM
MEMBERS

COMMITTED TO
THE VISION FOR
THE
ORGANIZATION

SIMPLIFICATION
AND
MOBILIZATION

FACILITATION
AND INNOVATION

(Shelton, 2012)
(Ausmus, 2021)





INNOVATION LEADERSHIP STYLE

1. It involves application of creativity and innovation to manage projects and people.
2. Bezos has successfully applied the following in Amazon;
3. Prioritizing Customers.
4. Having a small team or group.
5. Thinking long term.



INNOVATION LEADERSHIP STYLE COUNT'



Making Employees think like they own the business.

Three big ideas (customer first, invent, and be patient).

Risk-taking for marketing leadership.

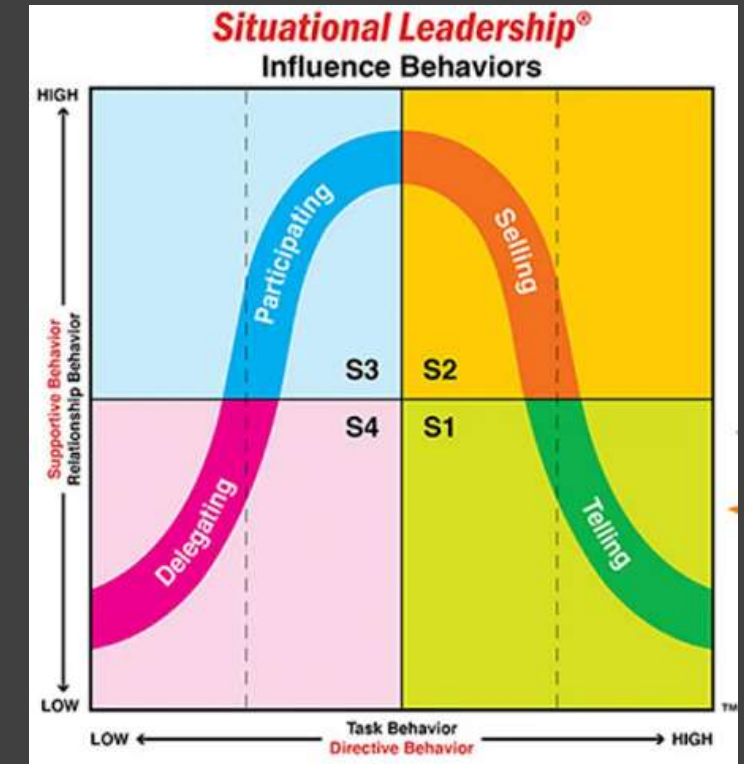


SITUATIONAL LEADERSHIP STYLE

In other words, Situational Leadership can be recognized as adaptive leadership style and Jeff Bezos has also applied it in Amazon.

It involves the following;

- Being able to embrace new experiences.
- Influencing and persuasion skills.
- Human skill.



(Situationalcom, 2022)



AUTOCRATIC LEADERSHIP STYLE



Motivationalfact (2022)

- ✓ Individual-centered leadership is referred to as autocratic leadership. Generally, such leaders make judgments based on their judgment and ideas (Antonakis, 2022). The CEO of Amazon, Jeff Bezos, is known for his autocratic leadership style. He has surrounded himself with lower-level executives who do not contest his powers or policies.
- ✓ Their knowledge and experience can help solve immediate problems.



AUTOCRATIC LEADERSHIP STYLE

- Jeff Bezos weighs the advantages and disadvantages of every option instead of the entire company (Desai, 2021). With fewer layers of direction and less advice to consider, the company develops decisions more quickly (Bass et al., 2009). This type of management is great during periods of crisis as the only person in charge of the situation is the leader (O'Boyle et al., 2015).



CHARISMATIC LEADERSHIP STYLE

Charismatic administration is a type of professional advice or management based on excellent communication skills, persuasiveness, and perhaps even a little charm to assist them in getting the most out of everyone who works with them (Haslam et al., 2015).

Jeff Bezos has employed this type of administration as he has a powerful personality that most of his clients are drawn to (The Guardian, 2022).

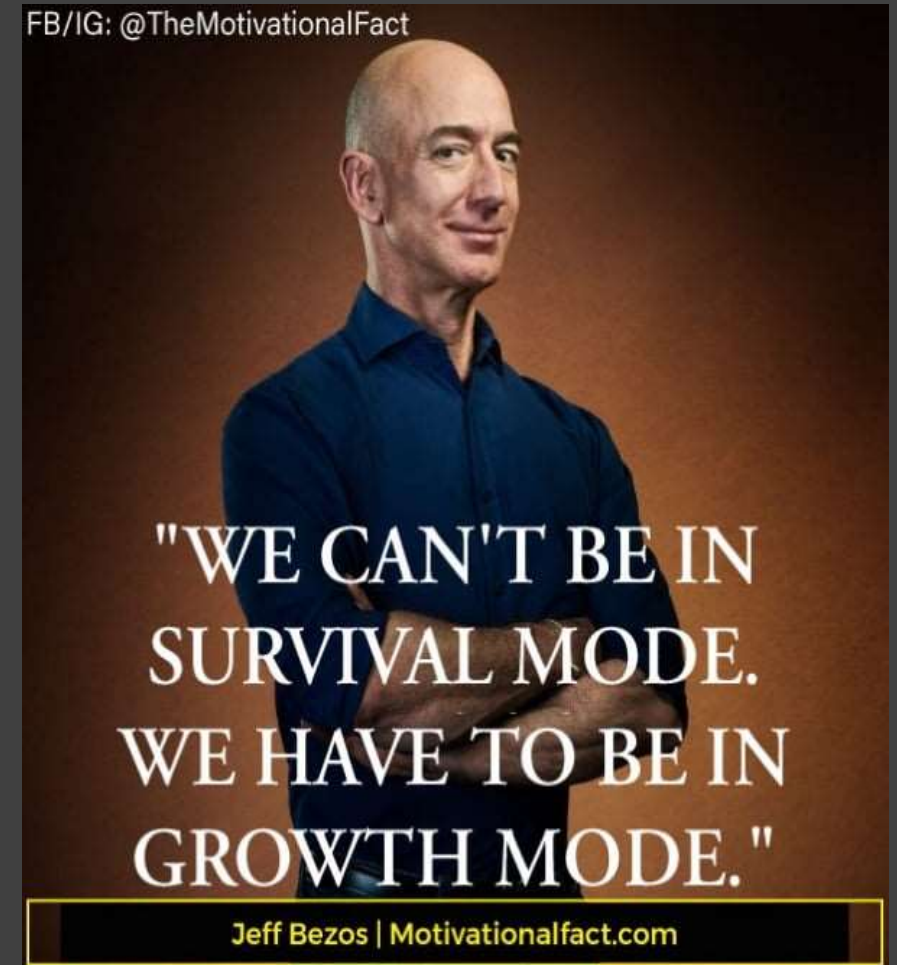
Charismatic type of leadership favours' Bezos as his compelling nature allows him to think beyond the box and not be scared to test the boundaries (Iszatt-White et al., 2017).

In Amazon, Bezos is the one who leads the way and drives innovation. Also, he fills the gap between the organization and the workforce allowing his employees to be more productive (Koretsky, 2019).



CONCLUSION

- Jeff Bezos has chosen a path that has revolutionized online shopping and altered people's shopping experiences all over the world. He was able to turn a tiny online book business into the top online shopping website in the world thanks to his leadership abilities. In our modern period, Jeff Bezos is the best example of a strong leader.



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Thank You!



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