

Trait Leadership Theory: A Case Study of Jeff Bezos

name of the student: Semra Sadul

Student ID: 1909207

Trait leadership

The trait approach theory indicates that born leaders are endowed with personality and physical traits that distinguish them from non-leaders. According to Seaman et al. (2018), there are two emergent traits, such as intelligence, self-confidence, and attractiveness, and affective traits, such as charisma. Early trait researchers developed a list of characteristics that they stated were related to the successful leader related to intellectual and temperate ability. The traits identified were intelligence, ambition, assertiveness, creativity, emotional stability, motivation, and self-confidence. Despite the increased focus by researchers on the trait approach of leadership, this theory is the most criticized leadership theory.

Jeff Bezos is a great leader in today's era. Amazon has become the largest shopping retail which Jeff Bezos leader's qualities have attributed. The CEO has trait qualities that he applies in his leadership. He is persuasive and has influencing skills. He sets his company's beliefs, principles, and values and then persuades his followers to follow the core rules. The CEO is ambitious and a risk-taker. During the Covid-19, Jeff Bezos writes to his employees, reassuring them during the uncertain times and advising them to focus on achieving the company's mission. In his leadership, he can embrace new experiences by being creative (Bezos, 2022). He has the skills to embrace diverse experiences allowing him to think critically and be innovative. Jeff Bezos demonstrates motivation in his leadership. Motivation has aspects such as dominance, willingness, and social good. Dominance involves the ability to influence situations. Willingness involves being willing to tackle a company's problems, and social good is advancing human

good. (Northhouse, 2021). Jeff Bezos demonstrates personality. According to Northhouse (2021), personality impacts the development of our leadership skills.

According to Syakur et al. (2020), trait leadership theory has indicated a positive relationship between personality traits effective leadership. This approach makes the leaders aware of their weaknesses and strengths, thus guiding them on how to develop their leadership qualities. The trait leadership approach helps differentiate leaders from non-leaders; thus, this approach can help select, develop and train leaders. The trait leadership approach has prepared Jeff Bezos to be a great leader as he is endowed with personality and physical traits. This approach gives us benchmarks for what we should look for when identifying leaders. Jeff Bezos has done extraordinary things through the trait approach, even during the covid-19 crisis.

References

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