



University of Wales

Trinity Saint David

Leadership and management, theory and practice LCBB6003

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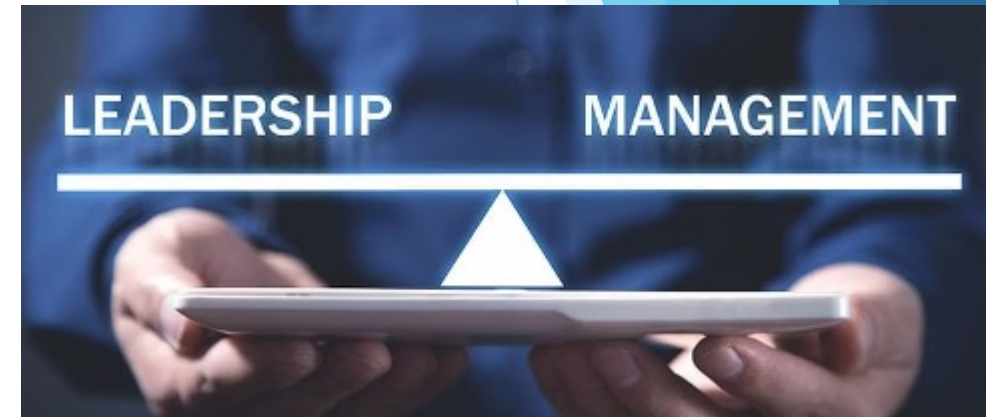
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INTRODUCTION

- ▶ The following presentation demonstrates leadership and management theory and their practice.
- ▶ Although they are two distinct concepts, management and leadership are frequently used in similar context.
- ▶ People with a future vision and the ability to effect change are considered leaders.
- ▶ It is managers who, by concentrating on procedures and structures, enable these improvements.
- ▶ Managing an organisation's resources and putting them to use to achieve its goals is the manager's job.



Identification of Business leaders in 20th century

20TH CENTURY (Mr Terry Leahy)

- ▶ Scrutinising business leaders which have made significant impact in the corporate business world during times in 20th century.
- ▶ Mr Terry Leahy, formally known and identified as a CEO of Tesco, Plc back in times in 20th century.
- ▶ Mr Leahy provides Tesco a transparent approach towards achieving organisational goals.



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Leadership Style

- ▶ Tesco, Plc, a renowned player in supermarket industry of UK was led by Mr. Terry Leahy during 20th century which is renowned for its demographic and transformational style of leadership.
- ▶ During the times of the 20th century, Tesco implemented a modern take on the idea of transactional leadership by offering help and rewards to staff as needed within the company.
- ▶ Given the importance of the retail industry by entirely focusing on making Tesco a consumer centric and consumer focused brand thereby following fierce market competition it faces.



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Leadership behaviour

- ▶ Corporate business leaders like Mr Terry Leahy and William lever assist significant leadership behaviour which involves great industrial knowledge and forwards deep understanding of the retail sector in which they were formerly dealing.
- ▶ Their leadership approach and behaviour helps their respective companies to enhance its profitability by introducing consumer strategy as a rewards points for their loyalty.
- ▶ In Tesco, the leadership behaviour involves taking calculated market risk to identify market potential rate.



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20TH CENTURY (Mr William Lever)

- ▶ Mr. William lever founder of lever brothers and a creative mind behind Unilever.
- ▶ He was a son of grocery seller, which later created strategic base for Unilever, UK to establish its footprints in global market.
- ▶ He highlighted and introduced the concept of sustainability in the corporate business sector.



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Leadership Style

- ▶ The leaders of Unilever in 20th century followed idealistic, visionary style of leadership trait.
- ▶ Mr. William Lever is the representative of "Authentic Leadership." According to the following leadership style, individuals who possess self-awareness, authenticity, and honesty in their job are inclined to impact organisational goals and achieve greater heights.
- ▶ It fosters effective communication and strong leadership qualities that have an impact on other workers in a business.



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Leadership behaviour

- ▶ In Unilever, back in 20th century the management staff, other operational heads and leaders in Unilever have a visionary approach towards the future.
- ▶ They have identified several past issues, and have influentially analysis about the future market potential and upcoming generation.



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Followers appeal

- ▶ Under the leadership of Mr Leahy and William lever, Both organisation, Tesco as well as Unilever Have attained significant growth and have successful developed strategies for attaining customer loyalty.
- ▶ Their initiatives and implementation of strategies like consumer loyalty points in regular buying of products from the brand enhances market reputation and sense of belongings in subconscious mind of consumers.
- ▶ Organisational leaders of Tesco have gain numerous popularity from consumer point of view.



Identification of Business leaders in 21st century

21st century (Sir Richard Nicholas Branson)

- ▶ In modern age digital era and further dividing and disruption of human jobs by technological advancement and development.
- ▶ Business leader must be able to adapt the possible outcomes by focusing on current generation of 21st century.

Leadership style

- ▶ Modern age business entrepreneur and business leaders like Mr Richard Nicholas Branson, incorporator and founder of one of the UK's largest Venture capitalists firm (Virgin Group).



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- ▶ Sir Richard a dominant business leader and global player with operations working in more than 390 companies across the globe.
- ▶ The aim of Sir Richard was to become an entrepreneur at a younger age which signifies the mentality of the business leader.
- ▶ The leadership style adopted by Sir Richard is Transformational leadership style.
- ▶ Sir Richard allows employees to back their creativity skills by bringing out of the box ideas and cases.



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Leadership Behaviour

- ▶ The behaviour of Sir Richard leadership, Virgin group has attain 10 x growth.
- ▶ Virgin group has successfully diversify its product offerings from Venture capitalist to aviation industry to expand footprints in telecom industry etc.

Followers Appeal

- ▶ In context of virgin group, Sir Richard has gained employee regards, awards such as best leaders.
- ▶ Sir Richard follows service experience of customers, personal relations with employees, and their on point commitment towards societal issues.



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21st century (Mrs Dame McCall)

- ▶ Mrs Dame McCall, a business woman entrepreneur is another prominent example of corporate business leadership.
- ▶ She is the owner of ITV group, a successful broadcast television channel.
- ▶ She advertises her role as effective leader in successful transforming corporate companies like EasyJet and ITV.



Leadership style

- ▶ Mrs McCall follows organisational leadership style.

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Leadership Behaviour

- ▶ By analysing in context of Leadership behaviour, Mrs McCall is well known for her transparent behaviour and communication skills.

Followers Appeal

- ▶ In context of ITV group, Mrs McCall is well identified and known for her sincere measures in developing organisations.



Leadership theories

- ▶ As with the case example of Mr Richard of Virgin Group, Great leaders have been on demand for centuries. As the earlier century was influenced by Great man theory and Trait theories, following various styles and traits of leadership.
- ▶ Great Man Leadership Theory: The theory signifies on one principle i.e. “Great Leaders are by Born, not made”. The theory signifies that leaders are by birth destined to become future leaders.



Similarities and differences between the leaders

Similarities among the leaders:

Visionary approach

- ▶ The visionary approach of all leaders are very similar regarding context and growth of an organisation.
- ▶ Comparably, by defying convention and launching novel services, the Richards Virgin Group branched out into other industries.
- ▶ McCall employed similar tactics at ITV to spur development and audience engagement after transforming EasyJet to concentrate on excellent client service and operational efficiency.



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Differences among the leader:

Leadership approach

- ▶ The leadership approach and style followed by different leaders are significant according to their organisation.
- ▶ A manager and a traditional leader have very distinct personalities.
- ▶ The main goals of managers are to guarantee that the organizational environment has a well-functioning workflow and that resources are properly handled to keep the team on track to meet its goals.



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- ▶ Managers are typically more process and work focused.
- ▶ Leaders of the 20th century, like Mr Terry Leahy had and William Lever , frequently depended on conventional, hierarchical systems that were primarily appropriate for the industrial era.
- ▶ They prioritized tactics, efficiency, attention to detail, and intermediate choices.
- ▶ On the other hand, leaders of the twenty-first century like McCall and Richards embraced more union and entrepreneurial leadership philosophies.
- ▶ A technological advancement was reflected in the encouragement of imagination, inventiveness, and shared decision-making.



CONCLUSION

- ▶ This presentation highlighted leadership styles and behaviour of 20th and 21st century business leaders across United Kingdom.
- ▶ Both management and leadership are critical to achieving the aims and objectives of a company.
- ▶ The presentation examines the different aspects of both management and leadership.
- ▶ In order to improve practical application of the idea, a number of theories were developed, which are also included and explained in the presentation.
- ▶ The presentation covers notable corporate executives from the United Kingdom in the 20th and 21st centuries, as well as historical theories of leadership.



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Thank You!