

Module: Leadership and Management Theory and Practice (LCBB6003)

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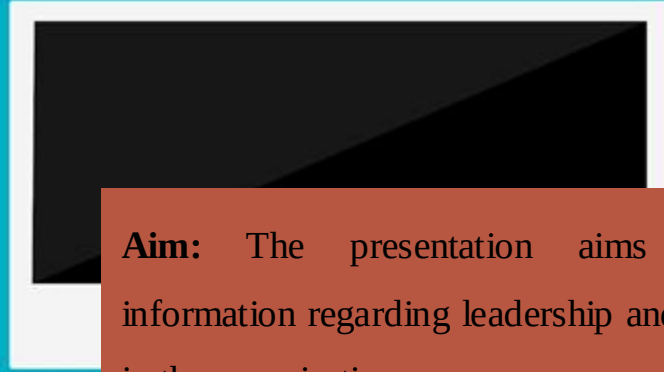
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Introduction



Aim: The presentation aims to provide information regarding leadership and management in the organisation.

Objective

- To showcase different types of leaders in the business world from different areas.
- To gather information regarding the similarities and differences between the different types of leadership.

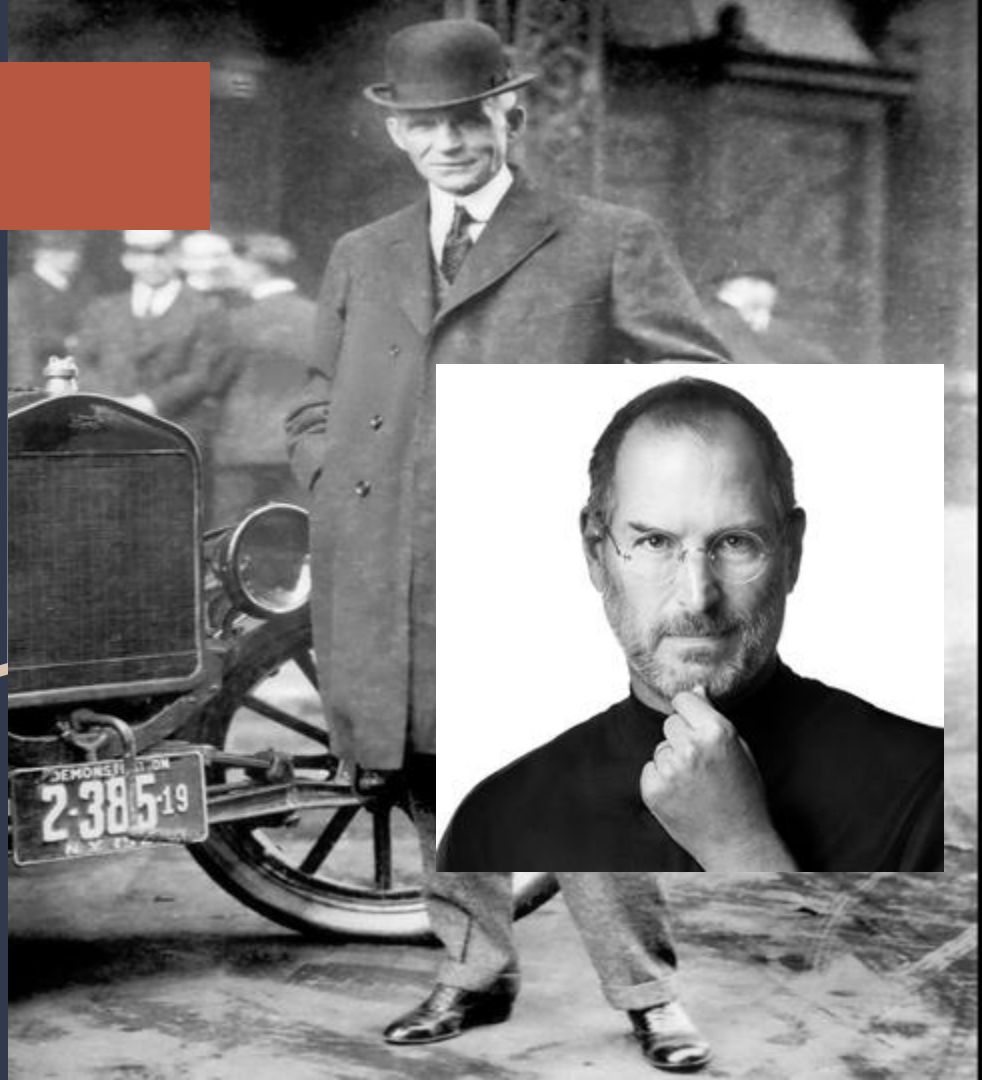
Introduction

- Leadership refers to the activity of leading a group of people towards the respective goals and objectives (Alsarrani et al., 2021).
- There are different business leaders who have a major influence on the business world.
- The presentation will discuss about 4 different leader.



Leadership style

- Henry Ford founder of Ford Motors uses the autocratic leadership style.
- It does not require convincing other people
- Steve Jobs Apple CEO is another prominent leader of the 20th century who used the transformational leadership style.
- He was a visionary leader which helped him in motivating the people



Leadership style

- Jeff Bezos, CEO of Amazon is an impactful leader of the 21st century who uses the strategic leadership style.
- He has been emphasising much more on data-driven decision-making.
- Elon Musk, founder of SpaceX and Tesla is using the visionary leadership style.
- He is a charismatic and bold leader who is not afraid to take any challenge or risk.



Leadership Behaviour

- Henry Ford's behaviour was much more focused on productivity and efficiency.
- The production method has combined the interchangeable parts' fluid movement of material.
- Steve Jobs had a behaviour that surrounded continuous improvement and customer obsession.
- He was also known for his attention to performance and detail



Leadership Behaviour

- Jeff Bezos's leadership has developed a behaviour which also focuses much more on continuous improvement.
- Making customer-centric decisions.
- Elon Musk's leadership behaviour revolves around disruption and innovation.
- He is also known for his demanding nature



Followers Appeal

- Henry Ford's followers were inspired by his dedication and vision.
- Employees get motivated when they get proper direction because they get proper direction.
- Steve Jobs a good leadership behaviour which is motivating his followers.
- His commitment towards innovation and pushing boundaries.



Followers Appeal

- Jeff Bezos is a type of leader with a long-term vision.
- Followers appeal to such kind of leadership.
- Elon Musk's leadership is focused much more on disruption and innovation.
- Passion is important in the organisation.



Similarities

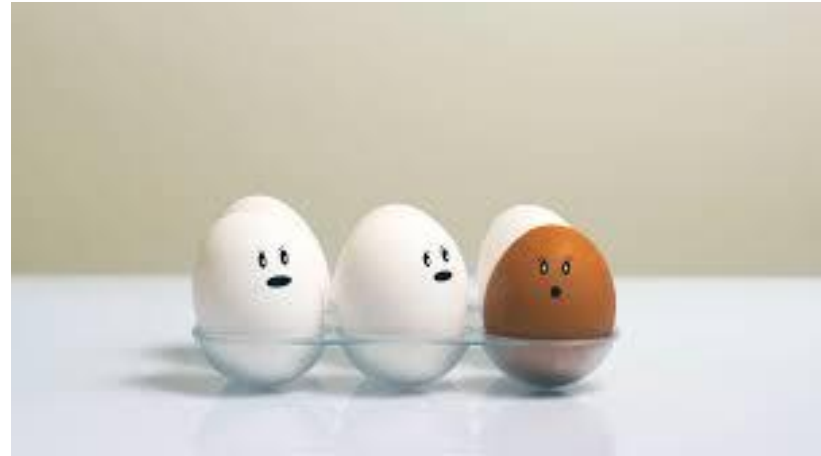
- They have shown their resiliency to take risks and challenges in their conventional wisdom.
- It can be seen that Jobs and Ford are much more focused on efficiency and innovation which has changed the nature of the current business world.
- They have been creating groundbreaking technologies.

Similarities

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Differences

- Different leaders have different communication styles.
- Ford used straightforward.
- Jobs is known for his captivating speeches which motivated employees.
- Bezos is known for their analytical communication style.
- Musk uses controversial communication through social media.



Conclusion

- The above report has been productive.
- The targeted customers of Salad Bar are mostly adults.
- Leadership is important in the organisation



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Thank
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