

**Programme: Business Management**

**Module: LCBB6003**

**Leadership and Management,  
Theory and Practice**

**Assignment Title:**

**Group Report & Presentation**

**Lecturer: Laila Maazouz**

**2024**

**Student: Alina Valeria Buzuloiu**

**Student Id: 2029963**

**Student: Hena Rodriques**

**Student Id: 192350**

# **Table of contents**

- ❑ **Introduction**
- ❑ **Kenny Ray Carter presentation by Alina Buzuloiu**
- ❑ **Elon Musk presentation by Hena Rodriques**
- ❑ **Similarities and differences: Ken Carter vs. Elon Mask**
- ❑ **Conclusions**
- ❑ **List of references**

# Introduction

- ▶ This presentation explores the incredible impact of revolutionary and visionary two business leaders of the 20<sup>th</sup> and 21st century, respectively Ken Carter and Elon Musk.
- ▶ With their visionary minds these leaders have etched their zest for the business world into the fabric of the industries, innovative minds and obsession with being successful have been their trademark (Paolini et al., 2021).
- ▶ Critical analysis and critical examination are methods that we use to bring out leadership styles, behaviour, and tactics that are mainly championed by the visionary people.
- ▶ Deepening our awareness of their achievements and failures allows us to learn unique lessons on leadership that can fit effectively in the current era.



# **KEN CARTER – Leader and businessman**

- Kennie Ray Carter, most commonly known as Coach Ken Carter, is a prominent figure in the world of sport and education;
- Born in 1959, Fernwood, Mississippi, USA, he gained international fame after the movie Coach Carter was released in 2005;
- Long before he became world renowned, he was an important leader and businessman in Richmond, Virginia, USA;
- In 1997 he became the coach of Richmond High School basketball team, and his unconventional approach truly set him apart.
- In 1999, he sparked controversy by locking the gymnasium doors and suspending games, demanding that his players maintained a minimum GPA;
- He is the founder of Coach Ken Carter Foundation and Coach Carter Impact Academy, His dedication to empowering the next generation through education is cemented by

# Leadership style

- Kenny Ray Carter has a **transformational leadership style**, emphasised by the following traits:
- **Visionary Approach:** Carter inspired and motivated his team players to achieve their full potential in life through self-discipline, hard work, and dedication to personal growth.
- **Charisma and Inspiration:** His ability to unite his players around a common goal fueled their desire for success in their careers and life.
- **High Expectations:** Carter set high goals for the players, trusting they can achieve great results.
- **Emotionally connecting with the audience:** Carter's actions brought community together and had a high impact in the educational system (Cherry, K, 2023).

# Leadership Behaviour

- **Leading by Example:** He applied the principles he instilled in his players in all aspects of his life, including his business and personal life. (Carter, K., 2012)
- **Loyalty and Commitment:** Carter is fully dedicated to support the team. He advocates for their well-being with unwavering loyalty. His commitment to education reflected his expectations for his players, and he believed that Education is the way to success;
- **Clear Expectations:** From the start he set clear expectation from the players by providing a contract through which they understood what's expected, and those unwilling to comply were dismissed.
- **Conflict Resolution:** Carter faces conflicts directly, advocating for positive change within the team and educational system.

# Followers Appeal

- **Authenticity:** His players recognise his genuine care for their well-being, success beyond sport, and his strong belief in their potential.
- **Impact Beyond Sports:** His influence extends beyond basketball. Carter's commitment to education impacted many lives and continues to be an inspiration worldwide.
- **Inspiring Vision and Purpose:** Carter's vision extends beyond sport, inspiring young generations to succeed in their life
- **Emotional Connection and Trust:** His passion for education and his honesty inspires loyalty and commitment
- **Active Participation and Inclusion:** Carter engages with the community, actively promoting the importance of giving back (Carter K., 2012)



# ELON MUSK –

## Name & Background

- ▶ Elon Musk – the CEO and Product Architect of SpaceX and the CEO of Tesla, the CEO of Neuralink as well as the Founder of The Boring Company. Elon Musk, born 28th June 1971 in Pretoria, South Africa, has become famous because of his ventures into different fields, starting from space exploration, electric cars, to green energy.
- ▶ It was Zip2, co-founded by Musk, the online city guide software business, that wrote the first chapter of Musk's entrepreneurial story and ultimately championed him \$307 million in sale.
- ▶ This was the revolution that enabled safe and fast online funds transfer. Musk's greatest triumphs are SpaceX which is designed to slash space transportation costs and pave the way for colonizing Mars and Tesla, Inc. that is the leader in improving the world's ecological conditions by moving it from petroleum to electric energy.

# Leadership Style and Behavior

- Such styles of leadership distinguish Elon Musk from most others.
- He is the one of transformational type of the leaders with the visionary look, innovation driven approach, and relentless attitude towards ambitious target.
- He provides for his team the perfect setting for success in the future by proclaiming an outstanding future vision (Lee M.R., 2021).
- He mostly points out the value of sustainability, exploration, and technological progression.
- Musk is a great leader, who creates a culture of creativity, risk-taking and risk-taking as well as bold experimentation, so that his employees are free to create and take risks which are beyond the normal norms..

# Followers Appeal

- The Elon Musk's leadership is a magnet for employees, investors, fans, and the general public due to the Spirit and Persuasion he infuses into everything he does.
- Indeed, he is probably the most influential figure in the era of space exploration because of his visionary goals and a number of groundbreaking achievements, which admiration and loyalty of the population circulates among different sectors.
- Musk's ability to clearly express a strong vision for the future, which ties technological progress and space exploration with the concepts like sustainability and renewable energy, makes a very strong impression on his fans, giving this audience a whole new sense of purpose while simultaneously instilling a bit of excitement (Fanchi, 2023).

# Similarities and Differences: Coach Carter vs. Elon Musk

## ▶ Similarities in Leadership

- **High Expectations:** Both leaders set high standards and expect exceptional performance.
- **Strong Work Ethic:** They promote a culture of dedication and hard work within their teams.
- **Commitment to Goal Achievement:** Both are relentless in their pursuit of objectives.

## ▶ Differences in Leadership

- **Leadership Style:** Coach Carter leans towards a more transformational style, while Musk displays a visionary and inspirational approach.
- **Focus:** Coach Carter emphasises building strong characters in individuals, while Musk prioritises achieving disruptive innovation.
- **Risk Tolerance:** Coach Carter approach risks with established boundaries, while Musk exhibits a higher tolerance for calculated risks towards ambitious goals. (Lee, M.R., 2021)

# Conclusion

- ▶ Imitating accomplished leaders such as Musk and Carter reveals us many practical life skills and motivation to apply during our methodical work.
- ▶ These stories will fire up this message that creativity, compassion, and intellectuality are as important as risky ventures, and may even lead to more effective organizations and better community relations.
- ▶ Through learning through their endeavours and victories, we can set the example as good leading citizens who would contribute to enabling brighter future for own community and team.
- ▶ There is not a single approach to leadership. Elon Musk's visionary leadership propels ground-breaking innovation, while Coach Carter's authoritative style transformed a struggling team and impacted education approach in the community, displaying characteristics of effective leadership.

# References

- ▶ Carter, K., **Yes ma'am, no sir**, Business Plus, New York, 2012.
- ▶ Cherry, K., (2023), *How transformational leadership style can inspire others*, available at: <https://www.verywellmind.com/what-is-transformational-leadership-2795313>, accessed on 25/03/2024.
- ▶ Fanchi, J.R., 2023. *Energy In The 21st Century: Energy In Transition*. World Scientific.
- ▶ Lee, M.R., 2021. *Leading virtual project teams: Adapting leadership theories and communications techniques to 21st century organizations*. Auerbach Publications.
- ▶ Paolini, S., White, F.A., Tropp, L.R., Turner, R.N., Page-Gould, E., Barlow, F.K. and Gómez, Á., 2021. "Intergroup contact research in the 21st century: Lessons learned and forward progress if we remain open". *Journal of Social Issues*, 77(1), pp.11-37.