

LEADERSHIP AND MANAGEMENT THEORY AND PRACTICE (LCBB6003)

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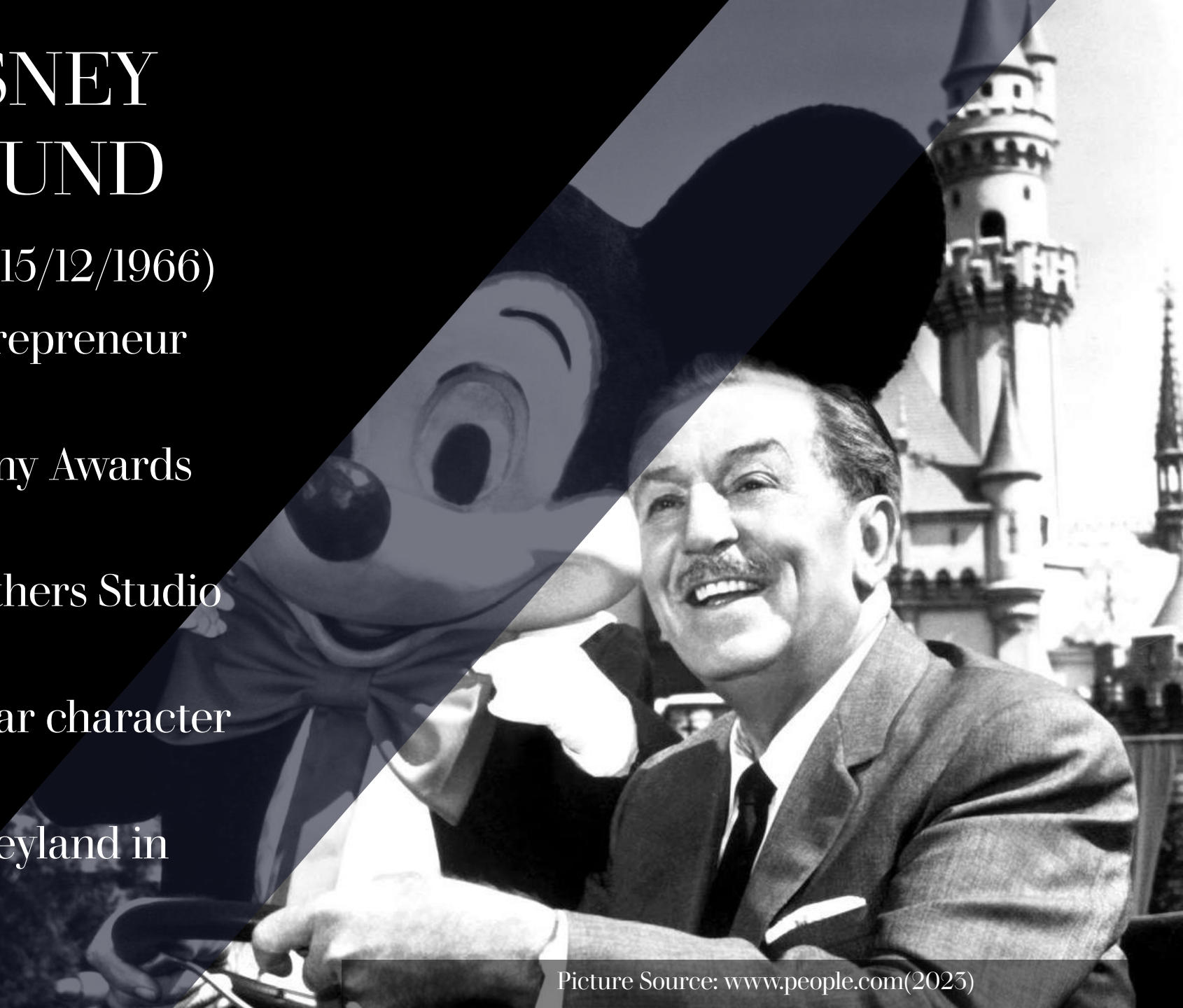
WALT DISNEY

Source: www.billboard.com (2023)

WALT DISNEY BACKGROUND

- Born in Chicago 5/12/1901 – (15/12/1966)
- American film producer, entrepreneur and animator
- Record for earn most Academy Awards and nominations
- In 1920 establish Disney Brothers Studio (The Walt Disney Company)
- In 1928 create the first popular character Mickey Mouse
- In 1955 opened the first Disneyland in California

(Biography.com, 2022)



Picture Source: www.people.com(2025)

LEADERSHIP STYLE

CHARISMATIC LEADERSHIP

- First scholar to discuss charismatic leadership was Max Weber (1947)
- Robert House (1977) – developed Weber's concept
 - Based on certain behaviours displayed by the leader
 - Identify key characteristics
- Conger and Kanungo (1998), explain that charismatic leader have four keys' characteristics
 - Vision
 - Risk taker
 - Sensitivity to followers needs
 - Novel behaviour



Picture Source: www.linkedin.com (2021)

LEADERSHIP STYLE

CHARISMATIC LEADERSHIP

- Commitment of employees to create more trust and motivation(Ferrell et al., 2021, p.212)
- Created Art Schools for his employees(Liotopoulos,2023, p.4)
- Disney wanted his employees to feel like a family at first, he gave them decent salary, specialised training programmes to improve their animation skills
- Shared 20% of his profits with his employees as a bonuses (Liotopoulos,2023)



Picture Source: www.lifehack.org (2014)

LEADERSHIP BEHAVIOUR

- Walt Disney demonstrated compassion by creating family-like working environment and demand perfection (Jones,2018)
- High supportive behaviour
- Values his employees' suggestions and work done by them (Yie,2021)
- Influence his employees to achieve goals
- Building trust – his employees called him “Walt” (Greco, 1999)
- He demonstrated intellectual stimulation by encouraging his staff to be innovative and go above and beyond expectations (Yie,2021)
- Responsibility for his actions
- Risk taker



Picture Source: www.disneyinstitute.com (2018)

FOLLOWERS APPEAL

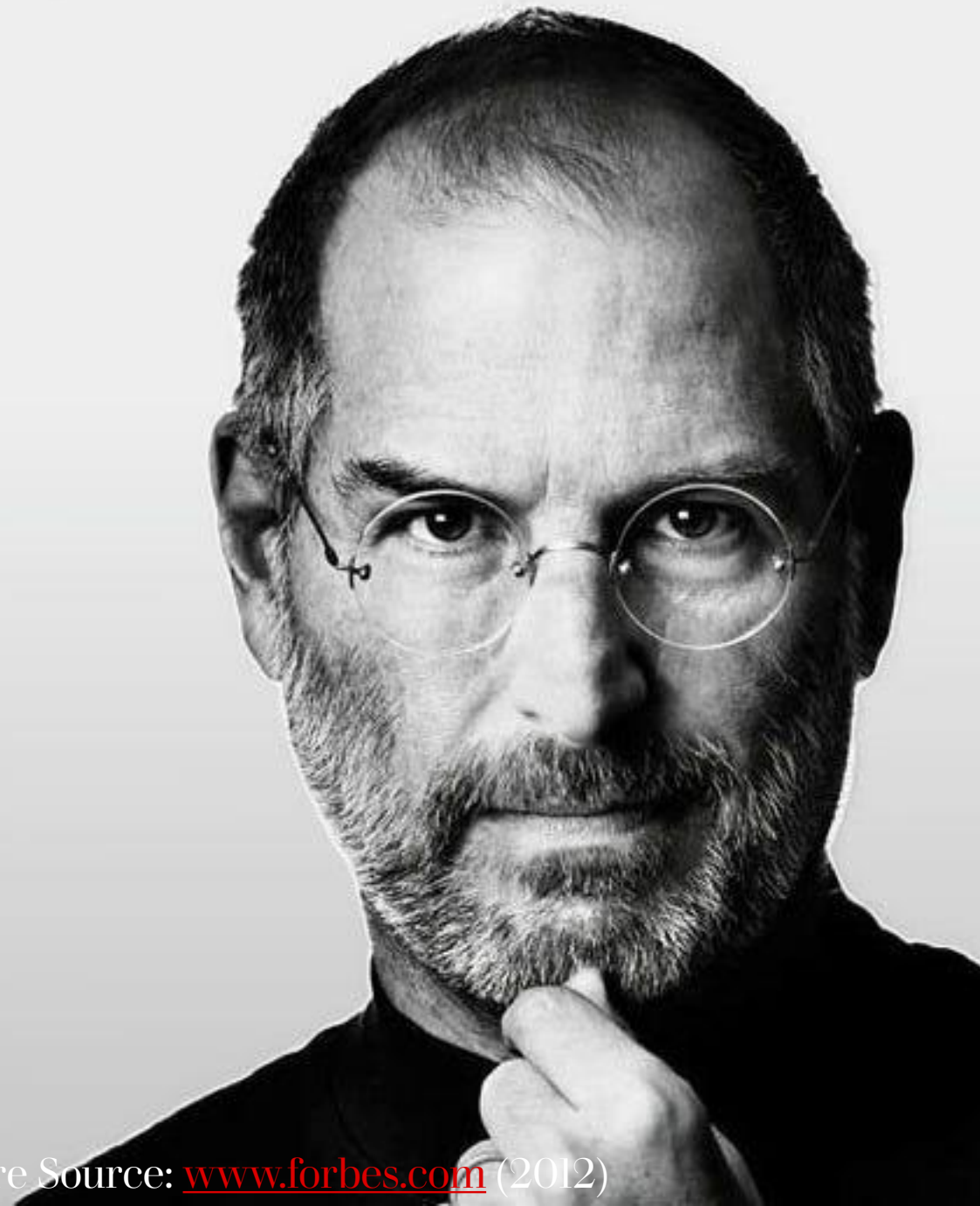
- Idealised influence
- Inspirational motivation
- Change after World War II – created culture of crisis and negative motivation (Miller, 2019)
- Three months strike from his employees – downsizing staff from 1200 to 694 (Johnson, 2008)
- The success of Walt Disney lead to isolation from his employees (Fogarty, 2010)

If you can **dream** it, you can **do** it.

- Walt Disney



Picture Source: www.mickeyblog.com (2018)



STEVE JOBS

Picture Source: www.forbes.com (2012)

STEVE JOBS BACKGROUND

- Born in San Francisco 24/02/1955 – (05/10/2011)
- Left college after first semester
- In 1976 year - Founded Apple
- In 1985 – forced to leave Apple
- In 2000 year – officially CEO of Apple
- In 2007 year introduced the iPhone
- Develop new products – iMac, iTunes, Mac OS X, Apple Store, iPod



Picture Source: www.abcnews.go.com (2013)

LEADERSHIP STYLE

Leadership is the ability to inspire, motivated, and empower individuals or groups to work collaboratively and effectively (Northouse,2018)

AUTOCRATIC LEADERSHIP STYLE

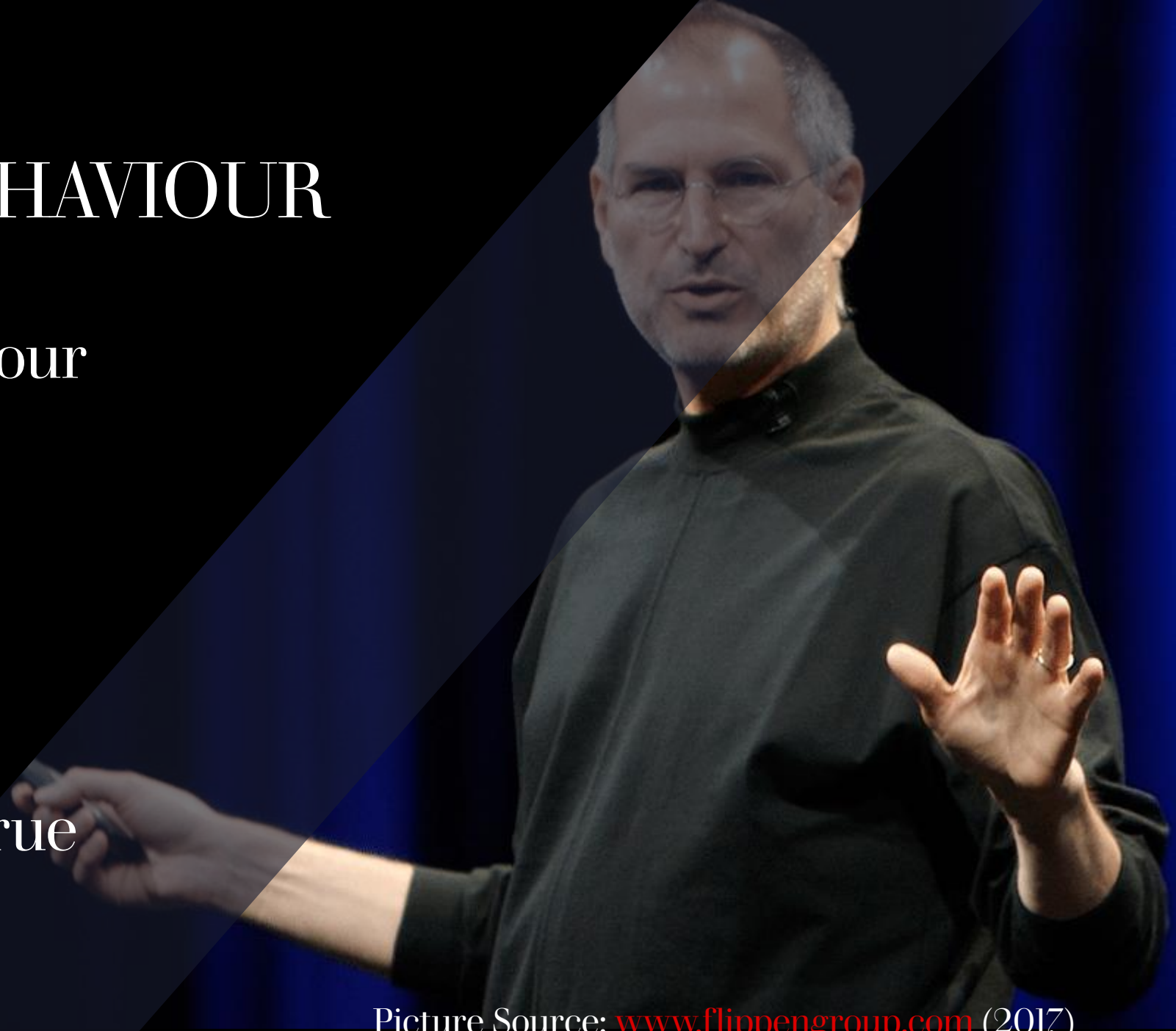
- Demanding
- Perfectionist
- Innovative
- Quick decision making : "Autocratic leaders can make decisions swiftly since they don't have to consult with others, which can be beneficial in situations that require immediate action (Yukl, 2013)

“My job is not to be easy on people. My job is to make them better”

- Steve Jobs

LEADERSHIP BEHAVIOUR

- Task oriented behaviour
- Change oriented behaviour
- Relational oriented behaviour
- Passive oriented (Derue et al., 2011)



Picture Source: www.flippengroup.com (2017)

FOLLOWERS APPEAL

- Inspirational motivation
(Isaacson, 2012)
- Idealised influence
- Intellectual stimulation
- Individualised
consideration



Picture Source: www.businessinsider.com (2010)



**JEFF
BEZOS**

Picture Source: www.premiumtimesng.com (2023)

JEFF BEZOS BACKGROUND

- Born on 12TH January 1964, New Mexico (Biography.com, 2023)
- American entrepreneur
- Transform the way people shop online and how they interact with technology (Landau, 2013)



ACTIVITIES

- Founder and CEO of Amazon.com
- Blue Origin – By founding and developing this company Bezos aims to preserve our planet by saving its resources and making the human species multi-planetary (Boyle, 2018)
- Jeff Bezos bought Washington Post
- Altos Labs – a high-tech bio-laboratory aiming to discover ways to reprogram cells and extend human life (Regaldo, 2021)



Picture Source: www.bbc.uk (2018)

LEADERSHIP STYLE

- TRANSFORMATIONAL LEADER

Transformational leaders are genuine and trusted leaders who apply a set of principles, stimulating the creativity and performance of their employees (Gradinaru, Toma, Catana, & Andrisan, 2020)

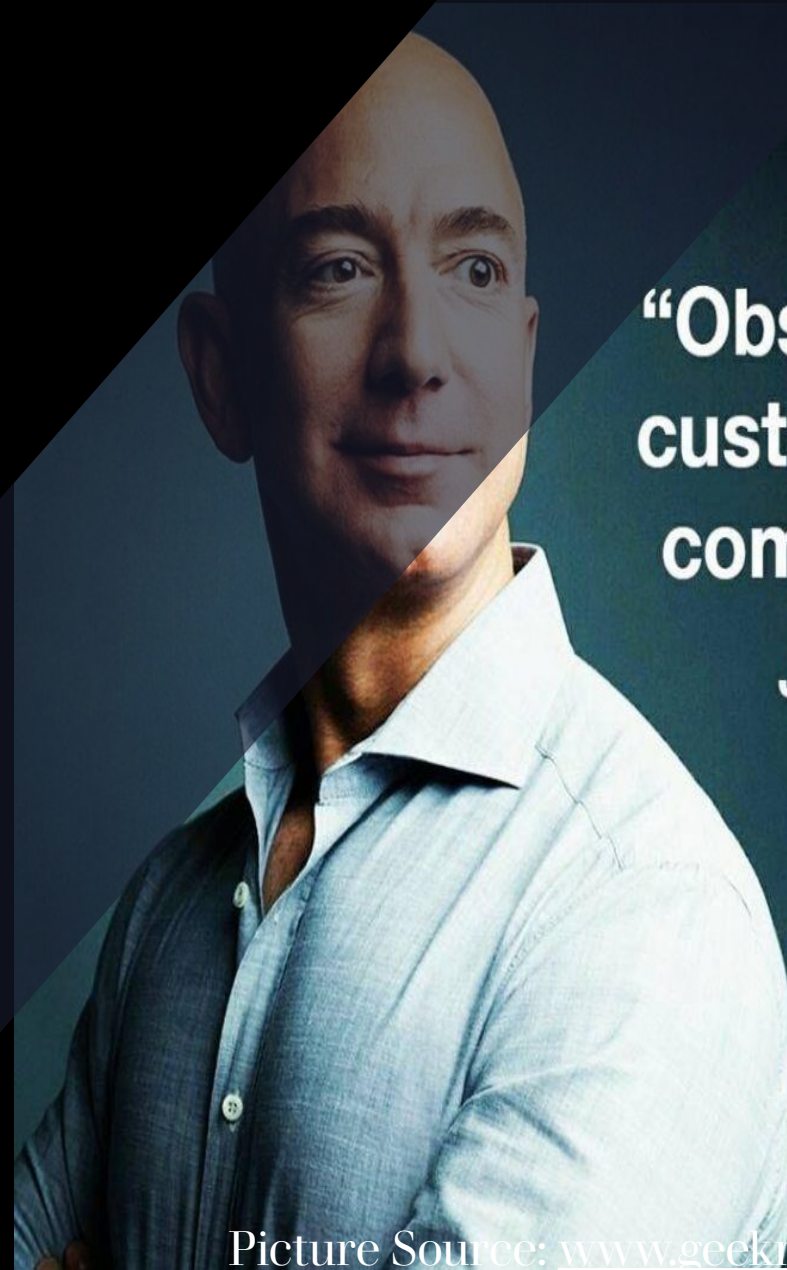
- Set clear transformational vision
- Encouraging in his team a drive for innovation and invention
- Empowers his team
- Never stop learning and supporting his followers to be “infinity students” (Andres, 2017)
- Determined to achieve goals



Picture source: www.linkedin.com (2017)

LEADERSHIP BEHAVIOUR

- Transformational leaders are typically oriented towards relationship with the rest of the team and are also highly oriented towards innovative thinking and change (Yuki, 2019)
- Idealization influence – setting an example to his followers (Yuki, 2019)
- Intellectual stimulation – how leaders influence the consideration of emerging problems from a new and more creative perspective (Yuki, 2019)
- Individualization – the leader's drive to support, encourage, and train his followers (Yuki, 2019)



“Obsess about customers, not competitors.”

Jeff Bezos

Picture Source: www.geeknack.com (2020)

FOLLOWERS APPEAL

- 21ST century hero
- Motivate his followers, installing their confidence and creating a sense of shared value (Gradinaru, 2020).
- Inspiration for many people
- “Tough critic”



Picture Source: www.businessinsider.com (2022)



**ELON
MUSK**

ELON MUSK BACKGROUND

- Elon Musk is world's one of the most knowledgeable man on the planet earth.
- He came in limelight with his notable technological and future tech car manufacturing companies like Tesla and SpaceX.
- He originally belongs to the South African as he was born there in place known as Pretoria.
- He is of British and Dutch ethnicities. He got the intelligence from his paternal side as his father was multitalented with skills and degree in electromechanical, pilot, sailing and consultant as well (Bosanquet, 2023).
- He completed his education from Pretoria University, and he was not brilliant in studies as well but had creative mind and passion in technologies. In 1989, he moved to America for education purpose.



Picture Source: www.cnbc.com (2023)

LEADERSHIP STYLE

TRANSFORMATIONAL LEADERSHIP

- He sets ambitious goals for himself and his companies that require a lot of effort and resources, but he also listens to the ideas of his team members and allows them to have a say in decisions.
- Elon Musk can be seen as the person who singlehandedly played a massive role in the technological ecosystem of the earth and even beyond it towards the space till Mars.
- He also desires to bring some unique changes to the world with his ideas, thoughts and innovations.
- As he is concerned with the way of changing the manner in which the world operates with the utilization and leveraging of available technology, it is sure that his leadership style matches with that of transformational leaders.



Picture Source: www.rollingstone.com (2022)

LEADERSHIP BEHAVIOUR

- His behaviour of managing the workforce is inspiring but also very uncertain because of the quick decision he make which are not easily get by the business pundits.
- He has good reputation of being people's boss but also do not move away from making comments which may have severe impacts on business.
- This can be identified that he is of the stubborn nature which people may often find it egoistic.
- He is also often considered as rich ego manic because of his way of living life with no care but also is inspiring and visionary due to his commitment to do whatever he can to protect and keep continuations of the humanity.



Picture Source: www.forbes.com (2023)

FOLLOWERS APPEAL

- Innovation
- Creative and unafraid to follow his goals
- Followers appreciate his commitment to tackling climate change
- Followers are inspired from his achievements



SIMILARITIES BETWEEN THE LEADERS

Walt Disney, Steve Jobs, Jeff Bezos, and Elon Musk are different personalities with their own unique leadership style. However, several common characteristics can be distinguished between them:

- Visionary thinking
 - Taking measured risk
 - Customer orientation
 - Long-term goals
 - Passionate about the mission
 - Adaptability
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DIFFERENCES BETWEEN THE LEADERS

- Leadership style – adapt according to situation
 - Empowerment
 - Industry impact
 - After success
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THANK YOU

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