

Business leaders, who made a significant impact on the business world in 20th century and 21st century

**Module Name: Leadership and
management, theory and practice**

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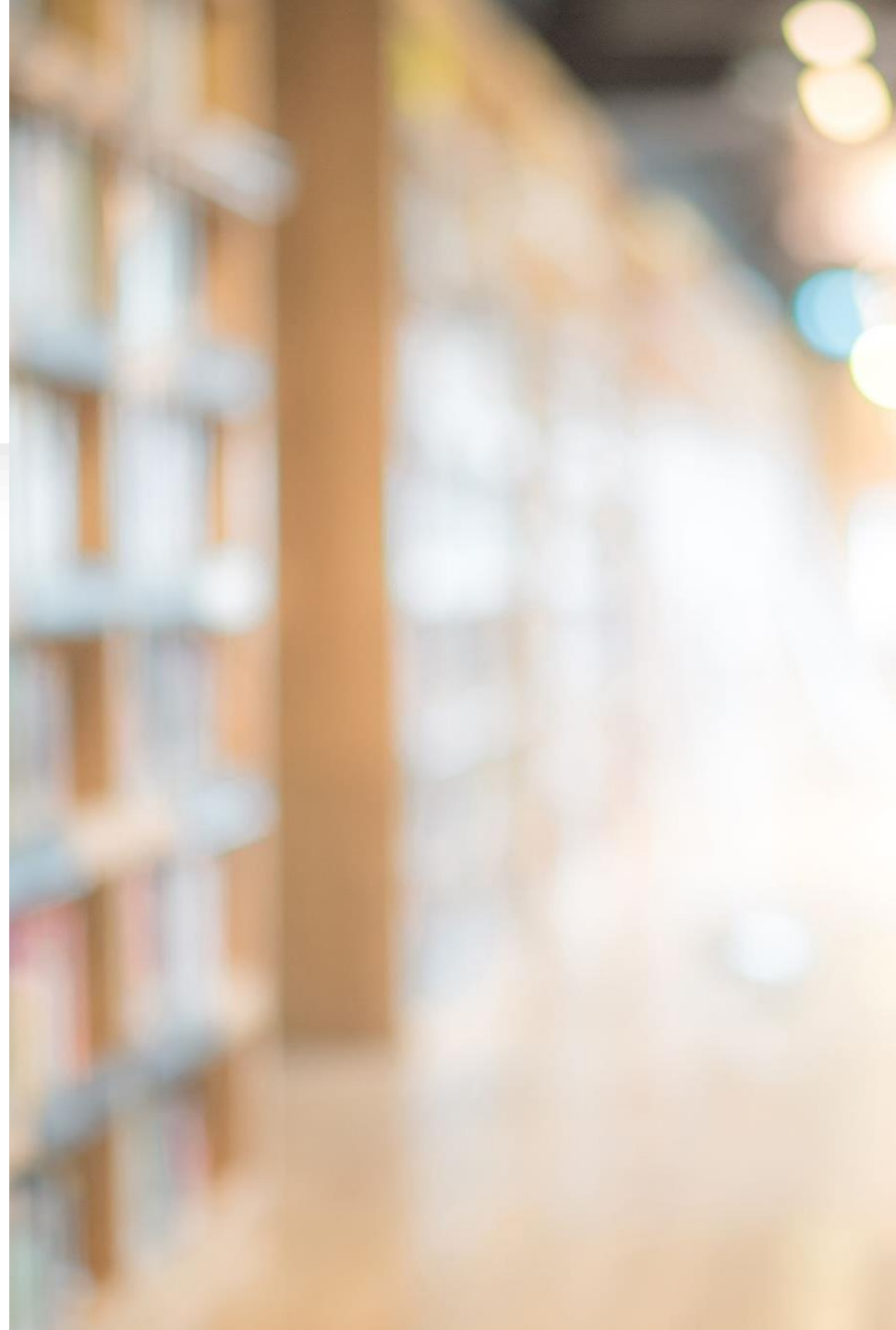
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Agenda

Introduction

Who was Henry Ford?

About Steve Jobs

Sir Richard Branson

Founder of the Virgin Group

Who is Mark Zuckerberg?



Introduction

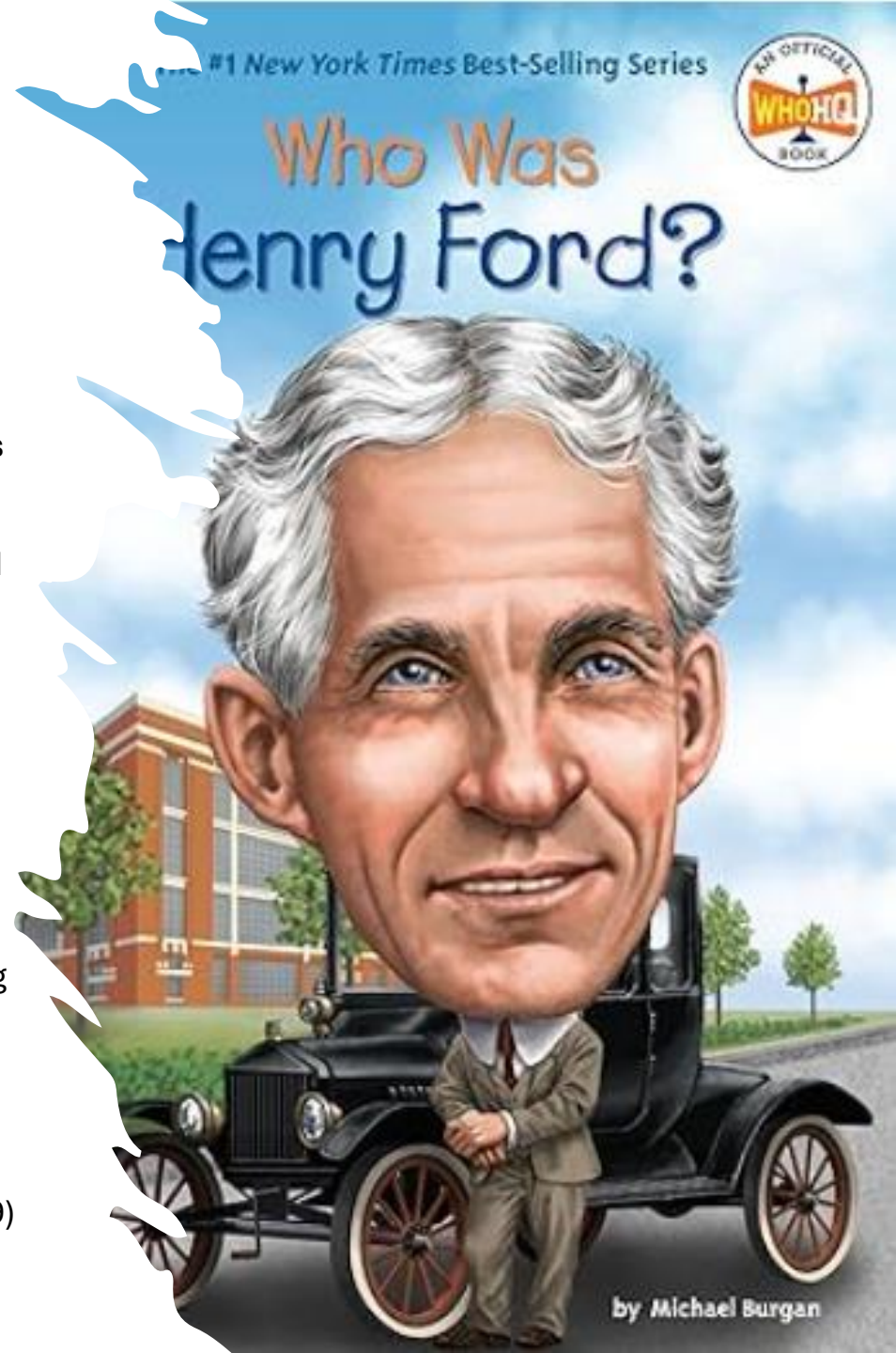
Today, we will try to briefly introduce important leaders of the 20th and 21st centuries.

To understand innovation, leadership strategies historical effects, and the creation of future leadership, it is crucial to study the leaders of the 20th and 21st centuries. It provides an in-depth comprehension of how world-shaping visionaries have influenced and kept influencing the world.

Who was Henry Ford?

- ❑ Born on July 1863 in Dearborn, Michigan, at his father's farm
- ❑ When he was 12 he formed a team of boys and he created a simple water wheel and a steam engine.
- ❑ Henry Ford played a significant role in transforming the automobile from a simple invention to a life-changing innovation.
- ❑ Henry Ford founded Ford Motor Company in 1903 with 25.5% stock and became controlling owner. In 1919, he and his son became sole owners for \$105.5 million and he returned to the president seat until his death in 1943.

(Ford, 2019)



Henry Ford Leadership styles

„Be ready to revise any system, scrap any method, abandon any theory, if the success of the job requires it.”

Transformational leadership

- Henry Ford not only revolutionized the auto industry but also laid the way for good causes like worker equal pay and safer working conditions. He was relentless in the pursuit of his clear vision for the future. (Boogaard, 2024)

Autocratic and Paternalistic Leadership

- **Top-Down Decision-Making:** Henry Ford actively participated in crucial decisions and exercised great control over the operations and strategies of the business.
- **Employee Oversight:** Another aspect of his leadership style was paternalistic; he used the Sociological Department to keep an eye on his staff employees' private lives to ensure they were living a life of morality.

Visionary Leadership styles

- Henry Ford's vision for affordable cars led to the Model T and assembly line on wheels.
- His focus on productivity and innovation sparked a transformation in the production field.
- Modern business leaders can learn from his dedication to innovation and employee welfare.

(Bogaard, 2022)



Henry Ford – Leadership Behaviour

„Fordism” Creator

- Ford was an industrial pioneer and the originator of "Fordism," promoting affordable products and generous salaries for employees. He was known for his consumerism and established a vast empire.

Innovator not only inventor

- Henry Ford was an innovator who revolutionized the way things were produced and utilized.
- He proved that modification and improvement can serve us equally well.
- Great entrepreneurs not only put ideas in motion but also commit to them mentally.

Risk taker

He was guided by few important beliefs such as:

- Stay focused on achieving your goals despite challenges and obstacles.
- Visualize how great it will be when you achieve them and don't let difficult times deter you.

Persistent

- Henry Ford was persistent and worked hard on his father's farm in order to raise the funds to build an automobile empire.
- He gained approval from Thomas Edison to build the Quadricycle and became a powerful entrepreneur.

(Sekar, 2024)



Followers' appeal

Innovative Production Methods

- ❑ Ford's moving assembly line revolutionized manufacturing, reducing time, lowering costs, and benefiting both workers and consumers.

Economic impacts and employment creation

- ❑ Ford's high wages and job creation attracted workers and established a middle class, leading to economic growth and stability.

Fostering Simplicity and Efficiency

- ❑ Ford's emphasis on streamlining the production process and utilizing resources as effectively as possible struck a chord with a large number of people. Both the general people and entrepreneurs found his pragmatic approach to business and manufacturing appealing.

Social and Political Views

- ❑ Ford's anti-Semitic views and political alignment attracted controversy and both support and criticism from various groups.

Philanthropy and Social Initiatives

- ❑ Ford took part in a lot of charitable and humanitarian endeavors. His primary focus on community development initiatives and the establishment of educational and medical facilities won him the esteem of those who valued his commitment to advancing society.



About Steve Jobs

Steven Paul Jobs was an American businessman, inventor and investor best known for co-founding the technology company [Apple Inc.](#) Jobs was born in San Francisco in February 1955 and adopted shortly afterwards.

Founding Apple

In 1976, Jobs co-founded Apple Computer, Inc. with Steve Wozniak and Ronald Wayne in his parents' garage. Their first product, the Apple I, was followed by the Apple II, which became highly successful.

In 1984, Apple introduced the Macintosh, the first mass-market personal computer with a graphical user interface.

He passed away on October 5, 2011, leaving a lasting impact on technology and business.

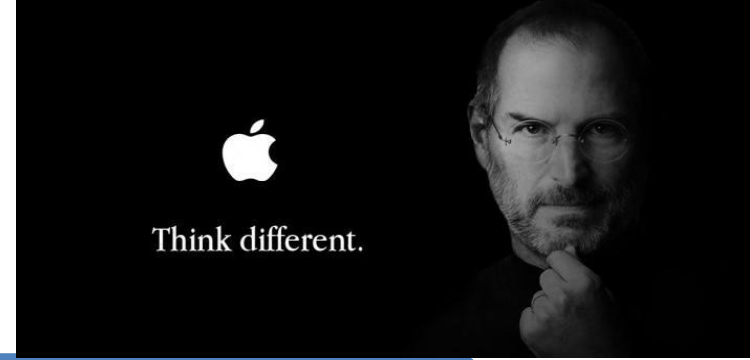


Macintosh 128K

Source:
https://en.wikipedia.org/wiki/Steve_Jobs



Steve's leadership Style



Steve Jobs's most common leadership style was a blend of **visionary** and **autocratic** leadership.

Visionary Leadership

Jobs had a clear, innovative vision that redefined technology and consumer electronics. Focused on creating products that anticipated and shaped market trends.

Autocratic Leadership

Exercised significant control over decisions and directions within Apple. Made unilateral decisions, often without input from others, to maintain high standards.

Steve's leadership behavior



Charismatic	Perfectionism	Innovative Thinking
His charismatic and persuasive nature enabled him to inspire and motivate his employees, investors, and customers. Encouraged creativity and innovation, fostering a culture of excellence.	Jobs was known for his relentless pursuit of perfection. He paid attention to even the smallest details, from the design of the hardware to the user interface. This often meant high expectations and rigorous standards for his team.	He encouraged a culture of innovation within Apple. Jobs valued creativity and was willing to take risks to achieve groundbreaking products. His willingness to think differently helped Apple stay ahead of its competitors.

Followers' Appeal of Steve Jobs

➤ **Cult-Like Loyalty:**

Inspired deep loyalty among employees and customers through his vision and passion.

Created a strong emotional connection by consistently delivering innovative products.

➤ **Credibility and Trust:**

Established credibility through a series of successful, groundbreaking products.

Followers trusted his judgment and believed in his leadership abilities.

➤ **Innovation and Excellence:**

Attracted followers who were driven by the pursuit of innovation and high standards.

Being part of Jobs's team was seen as an opportunity to contribute to transformative products.



Sir Richard Branson

Founder of the Virgin Group

Richard Branson was born on July 18, 1950, in Surrey, England. He struggled with dyslexia during his school years but showed early entrepreneurial talent by starting his first business, a magazine called *Student*, at the age of 16.

Branson struggled with dyslexia during his school years, which affected his academic performance. However, he credits his condition with developing his creativity and ability to think differently, which has been beneficial in his entrepreneurial endeavors.

Branson has set multiple world records through various adventurous pursuits. Notably, he became the first person to cross the Atlantic Ocean in a hot air balloon in 1987, a journey that earned him significant media attention.

In 1970, Branson founded Virgin as a mail-order record retailer. The company eventually expanded into a record label (Virgin Records), which signed successful artists like the Sex Pistols and the Rolling Stones.





The Virgin Group

Virgin Group is a multinational conglomerate. Initially started as a mail-order record retailer. Virgin Group operates businesses in sectors such as:

- **Virgin Atlantic:** An international airline that operates long-haul flights to major cities around the world.
- **Virgin Mobile:** A mobile virtual network operator (MVNO) that provides mobile phone services in several countries
- **Virgin Hotels:** A chain of luxury hotels with locations in major cities like Chicago, San Francisco, and Las Vegas.
- **Virgin Media:** A broadband, TV, and mobile phone service provider in the UK.
- **Virgin Money:** A financial services brand offering banking and insurance products.
- **Virgin Unite:** The charitable arm of Virgin Group, Virgin Unite, focuses on tackling social and environmental issues through entrepreneurship and collaboration. It supports initiatives related to sustainability, healthcare, and social justice.

Leadership Styles



People-Centric Approach

Branson emphasizes the importance of valuing employees. He believes that happy employees lead to happy customers and, ultimately, successful businesses.



Risk-Taking and Innovation

Sir Richard Branson is renowned for his willingness to take risks. His leadership style embraces bold, unconventional ideas and encourages a culture of innovation within his companies.



Work-Life Balance

Branson advocates for a healthy work-life balance. He believes that employees perform best when they are well-rested and happy in their personal lives.



Customer-Centric Approach

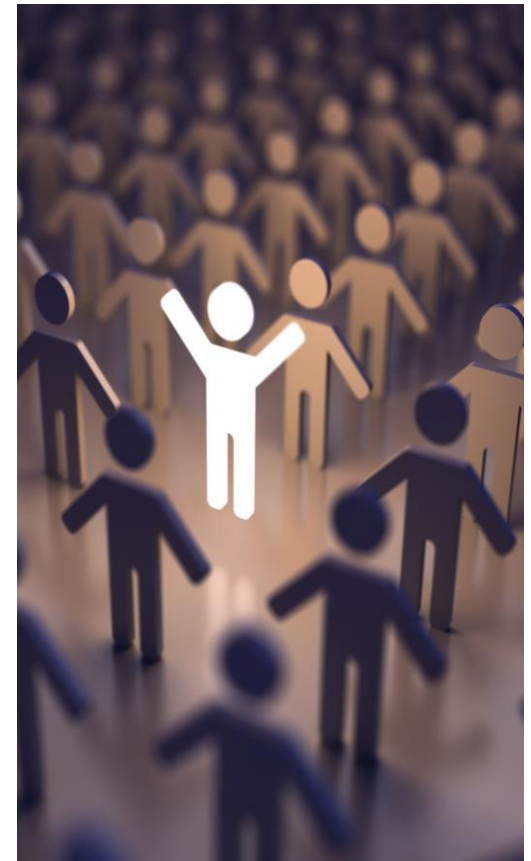
Branson prioritizes customer satisfaction and strives to ensure that the products and services offered by Virgin are of high quality and meet customer needs. He often emphasizes that a happy customer base is critical to the success of any business, and he encourages his teams to innovate based on customer feedback.

Leadership behavior

- **Risk-Taking and Bold Decision-Making.** He is not afraid to take risks and make bold decisions. Branson's behavior in this regard is characterized by a willingness to venture into uncharted territories and experiment with new ideas.
- **Visionary Thinking.** He consistently exhibits visionary thinking, setting ambitious goals and inspiring his team to achieve them. Branson's behavior is driven by a forward-thinking mindset and a focus on long-term success.
- **Leading by Example.** Branson leads by example, demonstrating the values and behaviors he expects from his team. Whether it's taking on challenging tasks, showing resilience in the face of setbacks, or maintaining a positive attitude, his actions set a standard for others to follow.
- **Adaptable and Flexible.** Branson exhibits a high degree of adaptability and flexibility. He is open to change and willing to pivot strategies when necessary. This behavior helps his companies stay agile and responsive to market trends and challenges.

Followers Appeal

- ❖ **Global Influence:** Branson's global influence extends beyond business into areas such as politics, entertainment, and philanthropy. His impact on various industries and his presence on the global stage amplify his followers' admiration and respect for his achievements and contributions.
- ❖ **Charismatic Personality:** Branson possesses a charismatic and engaging personality that draws people to him. He is known for his approachability, friendliness, and ability to connect with individuals from all walks of life.
- ❖ **Visionary Leadership:** As a visionary leader, Branson has a knack for articulating bold visions and goals that inspire others. His ability to think outside the box and pursue innovative ideas captures the imagination of his followers.
- ❖ **Social Responsibility:** He is actively involved in social and environmental causes, using his influence to advocate for issues such as climate change, ocean conservation, and social justice.
- ❖ **Inspirational Role Model:** Many people see Branson as an inspirational role model who embodies the principles of perseverance, resilience, and creativity. His ability to overcome challenges and setbacks reinforces the belief that determination and hard work can lead to success. As a result, he motivates others to pursue their dreams and strive for excellence.





Who is Mark Zuckerberg?

Mark Zuckerberg was born in White Plains, New York, on May 14, 1984. He had a natural affinity for computers as a young child. At a local college, he studied the BASIC programming language. When he was twelve years old, he designed an instant messaging program that his father utilized in his workplace.

- Mark Zuckerberg, the co-founder, chair, and CEO of Meta (formerly Facebook), is a self-taught computer programmer.
- As of June 10, 2022, Zuckerberg's net worth was estimated by Bloomberg to be around \$68.2 billion.
- As of the first quarter of 2022, Facebook had 2.93 billion monthly active users, making it the largest social network globally.²
- The Chan Zuckerberg Foundation was established in 2015 by Priscilla Chan and Mark Zuckerberg to provide "...individualized education, illness treatment, interpersonal relationships, and the development of resilient societies."
- Zuckerberg provided evidence on Capitol Hill in April 2018 regarding Facebook's use of user data, including the company's sharing of 87 million users' data with Cambridge Analytica.

(Downey, 2021)

Leadership styles

Transformational leadership

- Zuckerberg illustrates transformational leadership through enthusiasm and inventiveness as well as his recognition of and encouragement of risk-taking.

Laissez-Faire Leadership

- Mark Zuckerberg leads in a relaxed manner. He doesn't impose arbitrary rules or guidelines and alternatively grants his staff a great deal of autonomy.

Visionary Leadership

- The leadership style of Mark Zuckerberg is perfectly characterized as "visionary." After all, he created something in 2004 that was unimaginable to the majority of people. In addition, he never stops coming up with innovative ideas for how Facebook—as well as the other businesses he owns—can grow and change.

Autocratic Leadership

- Autocratic leadership involves one leader dictating policies and procedures. Mark Zuckerberg is not purely autocratic, but he understands the need to take control to get things done.

Democratic Leadership

- Zuckerberg's leadership style balances autocratic and democratic strategies. Democratic leadership encourages team participation and feedback, while Zuckerberg welcomes input from employees and acknowledges his shortcomings by hiring others with different personality traits.

(Liza, 2024)



Leadership behavior

1. Visionary Thinking:

Zuckerberg encourages creativity and takes chances with innovative concepts. He also has a long-term vision for social media and technology.

2. Technical Expertise:

Zuckerberg's technical proficiency and understanding of technology have led him to lead Meta with a focus on technical excellence and product development.

3. Data-Driven Decision Making:

Zuckerberg uses data and analytics to make decisions backed by empirical evidence and performance metrics.

4. Empowerment and Delegation:

Zuckenberg prioritizes empowering his employees by giving them autonomy and encouraging initiative, resulting in decentralized teams working on various projects.

5. Communication and Transparency:

Zuckerberg prioritizes open communication with employees and the public through regular Q&A sessions and transparency reports.

6. Ethical Considerations and Social Responsibility:

Zuckerberg's social responsibility initiatives include education, health, and science, but he faces criticism for data privacy and social media's impact on society.

(Anon, 2024)



Followers appeal

Great boss behavior

- Zuckerberg's attitude and beliefs, known as The Zuckerberg Effect, make being a good boss and leader seem effortless. Good bosses should be close to employees, confident in decision-making, and have a clear vision.
- Zuckerberg wears simple grey t-shirts with black hoodies every day, creating a casual culture in his company. His work uniform allows him to clear his mind of unimportant decisions. The Zuckerberg effect has led to a relaxed formal dress code in many US offices.

Confidence and respect

- Zuckerberg values collaboration and welcomes feedback from all employees, treating them as co-employees. He is honest and transparent, treating everyone with respect.
- Facebook had 9 million users but was not profitable. Zuckerberg turned down \$1.5 billion from Viacom, \$1 billion from Yahoo, and \$15 billion from Microsoft due to his faith in the product.

Job satisfaction

- Satisfying employees is crucial for productivity. Treating everyone with respect is the most important factor for achieving employee satisfaction, according to Zuckerberg beliefs.
- Headspace Group offers flexible workspaces for creative, media, and technology sectors to create a stress-free and inclusive workplace with the qualities of a good boss like Mark Zuckerberg.

(Tucker, 2019)

Conclusion

Influential people have a wide range of leadership philosophies that have been affected by their backgrounds, industries, and personalities.

The company culture is shaped by the leadership styles employed, which in turn impact employee happiness, efficiency, and creativity. For instance, Ford's autocratic management style, while effective, resulted in frustration among employees, whereas Branson's empowering style encouraged innovation and loyalty.

Leaders who recognize vision and take calculated risks, such as Jobs and Zuckerberg, motivate innovation and expansion, going over the capabilities of their organizations. Ford's inventions transformed the manufacturing industry, but Jobs and Zuckerberg's ideas opened up whole new markets.





Q&A

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