

Module:
Leadership and Management Theory and Practice

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Assignment Title:
Assessment 2 Group Presentation

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Presentation can be viewed below:



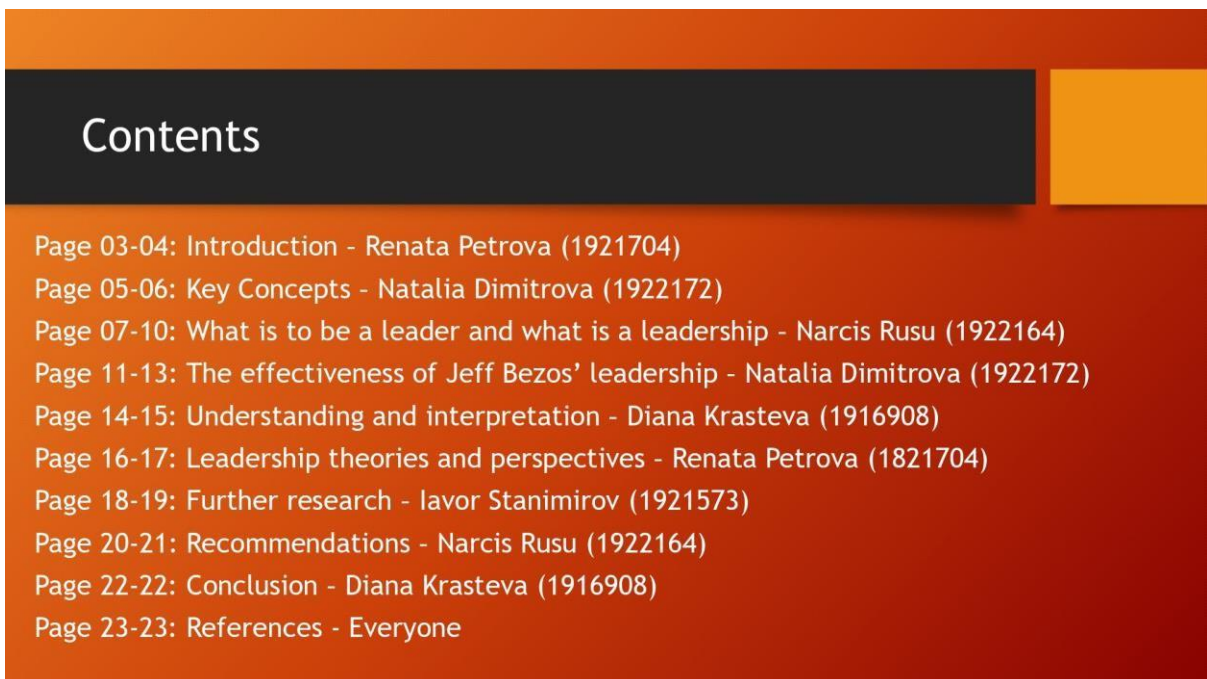
Group Presentation Group 2.pptx

Jeff Bezos, the world's richest man, added £10bn to his fortune in just one day

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Introduction



Leadership can be defined as an ability of an individual or group of people to create an influence on the members and employees of an enterprise. Leadership plays an important role in growth and success of an organisation as the leader provide direction and guidance to the employees to work in an effective and efficient manner.

Introduction

An effective leader motivates and inspire their workforce to work in an effective manner and to implement changes in the organisation easily and effectively. It is also believed that an effective leader helps the organisation to grow in every situation whether favourable or unfavourable. As these personnel's have set of skills which enhance the productivity and efficiency of various different organisation processes.



Key Concepts

- Focus on customers, not competitors
- Risks need to be taken for market leadership
- Employees need to have a mind-sets as they are owners



Bezos contends that tech companies are especially over the top almost their rivals: They wait to see what their competitors present some time recently endeavouring to break even with and exceed it. Instead, Amazon built its Amazon Web Administrations (AWS) trade by tuning in to clients. AWS was made to address issues with too-expensive in-house application hosting and open-source advances that weren't dependable sufficient to bolster quickly expanding or colossal businesses. AWS has developed to be a \$10 billion company. Amazon required three tries to effectively dispatch its stage for offering and satisfying orders. To begin with, it attempted Amazon Barbers, which is basically a duplicate of the commerce model that made eBay popular. This advanced into zShops and after that into Amazon Marketplace, which presently speaks to around half of all items sold on Amazon.com. Bezos had 614 representatives at the time he composed this within the to begin with yearly letter from Amazon, an increment from 158 the year some time recently. Right now utilizing 230,000 individuals.

Key Concepts

- Build the right company culture
- Empower people to a certain point

An illustration showing several hands placing puzzle pieces into a larger structure. The puzzle pieces are light blue and green. The words "CORPORATE CULTURE" are written in white capital letters on a dark blue background, which is part of the puzzle structure being assembled.

As befits an organization that has worked at fair a minor benefit or misfortune beneath by and large accepted bookkeeping strategies for the lion's share of its residency as an open company, Amazon's claim culture has fame for being wild eyed and famously thrifty. Bezos fights that there are two distinctive sorts of choices: irreversible turning points that best officials ought to be included in, which he alludes to as "Sort 1 decisions," and a more noteworthy number of strategic choices, which he alludes to as "Sort 2 decisions," which a trade can change.

What is to be a leader and what is a leadership?

According to me leadership is the ability of a person to guide a team and help them to attain the goals and objectives in successful manner.



The leader plays a major role in success of the team and guiding them to attain the desired outcomes. There are some skills that helps a person to becomes a good leader and they are as follows:

What is to be a leader and what is a leadership?

- Open Communication
- Strategic Thinking
- Flexibility
- Responsibility



Open communication: There is key role of communication in interacting with the employees so that real success is attained. The communication helps the business to achieve better results that will make them effective. The use of right tools and techniques assist the leaders to build relations with team members.

Strategic thinking: The leader must have strategic thinking so that they are able to solve all the complex situations. This is important for the leader to guide the employees so that they are able to achieve success.

What is to be a leader and what is a leadership?



- Conflict resolution
- Time management
- Delegation
- Feedback

Conflict resolution: The leader of the business has to solve all the conflicts that take place. By solving all the problems of the team members they are able to attain successful position while they provide best experience to the learners. **Time management:** The use of effective time management is necessary for the business so that all the projects assigned to them are carried on time. This helps the leader to make them successful and within right time.

Delegation: It is necessary to analyse the strengths and weakness of the employees so that they are able to gain successful position. This helps to delegate responsibility to the employees and let them work effectively.

Feedback: An effective leader never misses the opportunity to take feedback from the team members about their performance. The feedback can be negative or positive but helps the leader to take necessary actions and improve the performance.

What is to be a leader and what is a leadership?

- As per the case study, there are different types of leadership style that cannot followed by organisation.
- It is important to analyse the requirement of the organisation and change the leadership accordingly. In the given case the use of **democratic leadership** style is done.



Involving all the employs in decision making helps the leader to take the decisions in an effective manner. The employees work at ground level and are able to understand the basic problem and requirement of change that is required. So it is necessary to involve them in decision making and take their review. The point of view of the employees help Democratic leader, too, achieve the goals and objectives in more appropriate manner. At the same time, there are various other benefits of democratic leadership as the employs are motivated to carry on the work that is assigned to them. The leadership quality of the leader helps them to follow all the skills that they have so that the employees or ready to work effectively.

The effectiveness of Jeff Bezos' leadership

- Providing the highest level of customer service
- Introducing Kindle - the first eBook reader
- Introducing Alexa - the most inventive creation by Bezos
- Cloud - Businesses no longer need to invest thousands in IT equipment



For instance, the introduction of the Kindle disrupted the publishing industry. As an electronic book reader, Amazon first released the Kindle in 2007. Amazon asserts that the original run of Kindles was sold out within only five hours of availability. The Amazon Alexa device is another excellent illustration of the inventive nature of Bezos' creations. Before their release in 2013, these home-based goods only existed as a figment of our collective imagination in the form of science fiction movies. However, in 2013, they finally became a reality.

The development of websites and cloud services has been revolutionized thanks to Amazon Web Services (AWS). It offers on-demand cloud computing platforms and application programming interfaces (APIs) with a pay-as-you-go pricing model. Businesses no longer have to make the significant financial investment required to maintain massive IT server rooms. Instead, they can immediately access massive volumes of data on a broad scale thanks to the cloud.

The effectiveness of Jeff Bezos' leadership

- Amazon Prime - A massive change to people's day-to-day online shopping.



Bezos came up with another brilliant idea that revolutionized the e-commerce industry, and it's safe to say that practically everyone has heard of Amazon Prime. Businesses of all sizes have benefited from being able to place an order and have their shipment delivered within the same period. Presently, bigger firms like Walmart and Target, and a few others are still working difficult to fulfil the due date desires that Bezos and Amazon have built up as regular strategies. Bezos also announced the concept of Amazon Go Stores, designed to match the speed and convenience Amazon Prime offers.

The effectiveness of Jeff Bezos' leadership



The sectors that Jeff Bezos is a part of have been profoundly changed as a result of the work that he has done. His influence will continue reverberating throughout the e-commerce, publishing, and web hosting businesses for many years. Bezos is sure to come up with other ground-breaking innovations in the future due to his never-ending desire to innovate new ideas.

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Understanding and Interpretation

Jeff Bezos has certain qualities as a transformational leader that make him an effective leader of Amazon. Some of the key characteristics of the leader are:

- Passionate or vision driven - Jeff Bezos is a visionary and has a strong passion for growth.
- Inspirational - The leader should be inspirational to inspire others to strive for personal and overall organisational growth.



Jeff Bezos has certain qualities as a transformational leader that make him an effective leader of Amazon. Some of the key characteristics of the leader are:

Passionate or vision-driven - Jeff Bezos is a visionary and has a strong passion for growth. This drives business success that made the leader the world's richest man. It is understood from the case that Bezos also seeks career growth. He started Amazon in a garage and Blue Origin beside Washington Post.

Inspirational - The leader should be inspirational to inspire others to strive for personal and overall organisational growth. Bezos was relentless in his pursuit of success. His values and personal beliefs are reflected in his leading capability and motivating attitude. He inspires employees at Amazon to reach their full potential.

Understanding and Interpretation

- Team building - Jeff Bezos acknowledges the significance of team building. In different departments, he has a professional team who strives towards the attainment of a common goal.
- Philanthropist - Jeff Bezos besides being a good leader is involved in philanthropic activities that make him a good citizen as well.



Team building - Jeff Bezos acknowledges the significance of team building. In different departments, he has a professional team who strives towards the attainment of a common goal. He has also come up with a two-pizza rule to make a smaller team that is easy to manage. This also influences the way meetings are handled and feedback is gathered. Such leadership style makes information sharing simpler and more manageable besides increasing team productivity and efficiency. Philanthropist - Jeff Bezos besides being a good leader is involved in philanthropic activities that make him a good citizen as well. According to Neate (2020), the leader has donated around 100 million USD to food bank charity to help people struggling with economic decline in the times of the pandemic. His company, Amazon also funded 25 million USD in Amazon relief Fund to help delivery drivers and temporary workers who are facing financial problems. It is found that he donates around 0.05% of his total wealth. Additionally, it is observed that he has donated around 2 billion USD to Bezos Day One Fund to aid in addressing homelessness and enhance education for children in disadvantaged families.

According to Topic Insights (2021), Bezos is recognised widely as a transformational leader. This is the reason that he motivates and encourages his team to attain success by thinking out of the box and striving for higher goals. The leader makes sure that the team is in alignment with the organisational vision.

Indeed (2021) has reported that transformational leaders are active in motivating people, maintaining workplace integrity, improving staff loyalty and thereby decreasing employee turnover, facilitating communication, and simplifying transition. However, it is also noted that transformational leaders often prioritise long-term goals over short-term ones. It is more likely that employee burnout is increased. Moreover, in Bezos's case, he has effectively managed the team to reduce burnout and work pressure. Besides this, transformational leadership slows down the decision-making process.

Leadership theories and perspectives

There are various leadership theories and Some of these leadership theories that has been used by Jeff Bezos has been highlighted below in context of Jeff Bezos:



- Autocratic Leadership
- Transformational Leadership

Autocratic Leadership – It refers to the leadership style where overall control lies in the hand of one person and all the decisions is being taken by the leaders without the involvement from other members of the organisation. The decisions and choices are made on the belief and values of the leader and no suggestion is being taken by the subordinates. This leadership style is useful when business faces constant change and crises and is unable to cope up with the changing market trends which help in easy formation of goals, increased efficiency and fast decision making. Jeff Bezos also follows autocratic leadership and sometimes over rule the decisions of many employees in the organisation.

Transformational Leadership – it can be defined as a leadership style which can develop change in the employees who follow. These leaders are usually enthusiastic, passionate and energetic (Tongkachok and et.al., 2022). They do not only focus on organisational success but also focuses on individual success of every member in the organisation. The main aim of this leadership style is to encourage development, endorse faithfulness and confidence among the group members. Bezos also follows this leadership style and ensures every member in his team stay motivates towards the goals and vision of the company.

Leadership theories and perspectives

- Situational Leadership - It assists the management to adapt new situations and motivate new employees.
- Behavioural Leadership - Assists the management in evaluating the impact of the behaviour of the manager to the efficiency of the team.
- Management Leadership - This leadership style leads to organisational development.



Situational Leadership – It refers to the management style which is adapted by individuals to meet the need of individuals and team members. This style mainly focuses on flexibility so that the leaders as well as subordinates can adapt changing environment as per the market demand and trends. It is also defined as choosing right leadership style for the right set of people so that they can work effectively in an efficient manner. It assists the management to adapt new situations and motivate new employees to produce the best possible output as every employee have different personalities and different level of accountability etc. As the pandemic was an uncertain event so in order to cope up with the impact of this Jeff Bezos has adapted this leadership style so that they can work effectively.

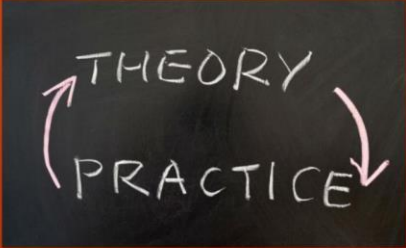
Behavioural Leadership – It refers to the theory which focuses on the behaviour of the leader and it states that the success of a leader depends on the way of his behaviour but not on their natural attributes. It can also be applied in various different practical fields (Kastner, 2021). This theory is also known as style approach. It assists the management in evaluating the impact of the behaviour of the manager to the efficiency of the team. This leadership style is not being used by Jeff Bezos.

Management Leadership – It refers to the leadership approach which focuses on hierarchical value in order to enhance organisational efficiency in the organisation. In this model a high importance is given to the organisational structure which helps in enforcement of rules which assist employees to work effectively. In order to motivate the employees several reward as well as punishment, bonuses etc. are given to them so that they can work in the best possible manner. This leadership style leads to organisational development. This leadership is followed by Jeff Bezos rarely as he does not believe in reward and punishment approach in order to motivate the staff members of the organisation.

Further research

Leadership theories are the clarifications of how and why certain individuals become pioneers. The major leadership theories researched is elaborated below:

- Behavioral theory
- Contingency theory



Leadership theories are the clarifications of how and why certain individuals become pioneers. They focus on the qualities and actions that can help people to become better leaders (Lord and Et. Al., 2020). The major leadership theories researched is elaborated below:

Behavioral theory: The Behavioral theory of leadership centers on how pioneers act, and accepts that these attributes can be duplicated by different pioneers. It recommends that pioneers aren't conceived fruitful, yet can be made in light of learnable way of behaving. The best way to predict a leader's success, according to behavioral theories of leadership, is to observe how the leader behaves. In behavioral learning theory, the focus is on actions rather than qualities of a leader. In this theory, behavior patterns are observed and categorized as "styles of leadership."

Contingency theory: The context of a leader is the primary focus of the contingency leadership theory, also known as situational theory. This theory investigates the situational effects of a leader's success or failure. While a leader's personality plays a small role in their success, the leader's context and situation are more important. Based on the various leadership styles, this theory suggests that effective leaders are able to adapt their style to changing circumstances. Additionally, it suggests that selecting the appropriate leader for a given circumstance may be preferable.

Further research

- Participative theory
- The great man theory
- The trait theory



Participative theory: This leadership theory, which is sometimes referred to as democratic leadership, proposes that employees be directly involved in their organization's decision-making process. The leader simply leads a conversation, considers all of the ideas, and then suggests the best course of action. In this theory, the leader merely assists in leading the charge, but everyone is heavily involved in making decisions for the team and organization.

The great man theory: One of the earliest theories of leadership holds that leaders are born, not made or trained, and that leadership qualities are intrinsic. According to this theory, individuals cannot learn to be effective leaders (Tourish, 2019). People cannot learn or train for these skills because they are inherent. In addition, the theory asserts that these characteristics of leadership endure over time and are universal across groups, regardless of the setting in which they are employed. Another assumption underlying this theory of leadership is that great leaders emerge when needed.

The trait theory: The idea that influential leaders have particular behavioral traits and characteristics is the foundation of the trait theory of leadership, which is an extension of the great man theory. They can become influential leaders in a wide range of settings thanks to these characteristics. In addition, it argues that a person's inherent abilities make them better leaders than others. People who are successful leaders have interests and characteristics that are significantly different from those of non-leaders.

Recommendations

The following are recommendations:

- Timely communication
- Adapt roles and responsibilities
- Learning new things



Timely communication: A leader must have timely communication with employees so that they are able to maintain good relationship with them.

Adapt roles and responsibilities: a leader must regularly check all the roles and responsibilities that are assigned to them and follow them so their team member do not face any problem.

Learning new things: a leader must have ability to learn new things and use of latest technology in order to provide best to employees and make them learn.

Recommendations

- Stay calm and patient
- Motivate the employees
- Must be positive



Stay calm and patient: a leader must have ability to stay calm and patient in complex situation and deal with them effectively to attain success.

Motivate the employees: There is key role of motivating the employees so that all of them are able to able to work together and attain the objectives.

Must be positive: The leader must stay positive in every situation and make the employees work so that all the business problems are solved in right time.

Conclusion

From the discussion, it is found that Bezos is a transformational leader. His key characteristics involve inspiring and motivating individuals, passion for growth, team development skills and so on. As a transformational leader, he could inspire and encourage team members to seek professional growth and meet common organisational goals.



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