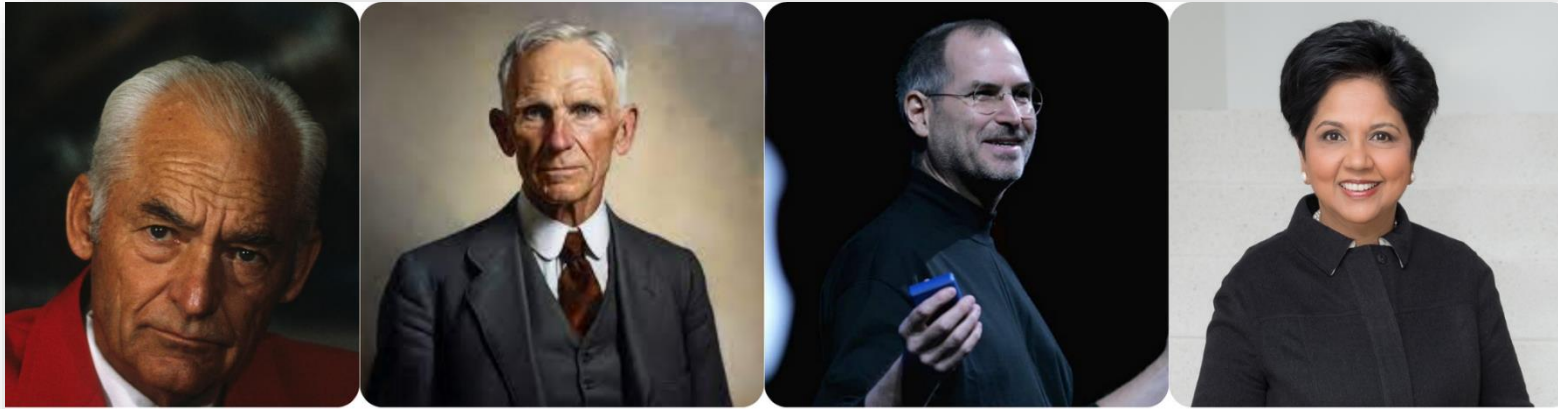




PERSONAL LEADERSHIP LEARNINGS FROM THE 20'S AND 21'S CENTURY BUSINESS LEADER

Leadership, Management Theory and Practice (LCBB6003)

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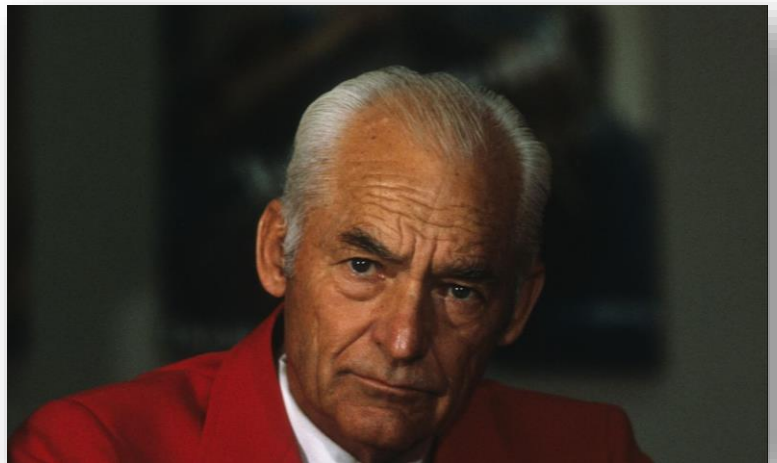
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INTRODUCTION

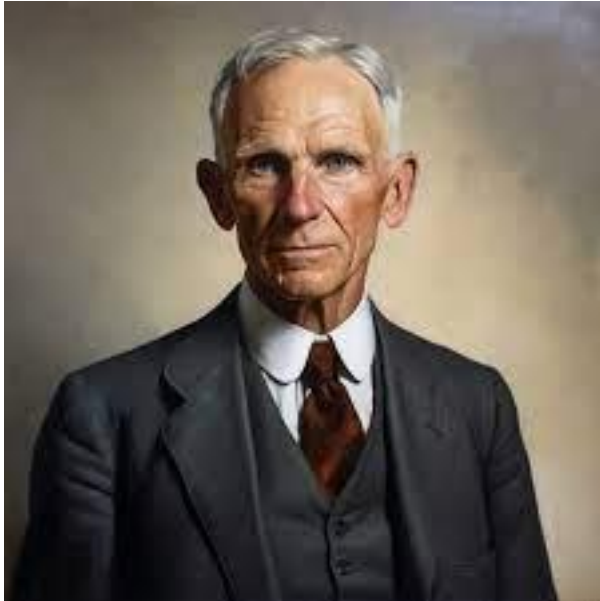
A crucial element in ensuring the success of any organization is effective leadership. To thrive as a leader, it is essential to examine the attributes and strategies employed by accomplished leaders within the corporate sector. In this report, an analysis will be conducted on the leadership styles and perspectives acquired from four prominent figures namely Samuel Walton, Henry Ford, Steve Jobs, and Indra Nooyi. Through analysing their traits and behaviours, we can gain valuable perspectives on effective leadership strategies.

Samuel Walton

Through an analysis of Sam Walton's leadership style, I have obtained a valuable understanding of the importance of prioritizing customer satisfaction and actively pursuing strategies to meet and surpass their expectations by providing increased value. Furthermore, I have gained an appreciation for the significance of cultivating a unified organizational culture that emphasizes teamwork and enables the empowerment of employees. Walton's emphasis on acknowledging employee achievements and fostering a sense of ownership within teams resonates with my belief in the crucial impact that strong leadership has on enhancing employee motivation and elevating organizational productivity.



Henry Ford



Henry Ford's innovative mass production methods in the automotive industry offer valuable lessons in effective leadership strategies. One key lesson learned from Ford's achievements is the need to continually enhance operational processes. Ford's dedication to improving production techniques, cutting costs, and raising product standards showcases the importance of continuous improvement in leadership.

Melewar and Kara Osmanoğlu (2006) suggest that fostering innovation and creativity in a company is essential for adapting to market changes and staying competitive. Ford's leadership team emphasized the importance of a clear vision and unifying employees towards a common goal. Ford's commitment to making affordable cars spurred his team to collaborate effectively, resulting in success and expansion.

(Lashinsky, 2011).

Steve Jobs



Steve Jobs, the co-founder of Apple Inc., was famous for his unique leadership style and unwavering co

commitment to excellence. One key lesson from Jobs is the importance of focusing on innovation and excellent design in product development. Jobs was known for pushing creative boundaries and maintaining high product standards. (Isaacson, 2011). Jobs stressed the need for leaders to make strategic decisions and be open to taking risks. Despite facing obstacles, he persevered and took daring risks that ultimately led Apple to success in the competitive tech industry. Successful leaders must skillfully navigate uncertainty and change in rapidly changing markets.



Indra Nooyi

Indra Nooyi, former PepsiCo CEO, showed inclusive leadership and cultural intelligence. A key takeaway from Nooyi is the importance of diversity and inclusivity at work. Nooyi emphasized leveraging employees' diverse perspectives and talents for fostering innovation and

creativity in the organization (Thwe et al., 2019).

Furthermore, Nooyi's leadership style involved adapting to global market changes and leading with cultural sensitivity. Nooyi's success in global expansion for PepsiCo was due to her respect and understanding of cultural differences (Waldman et al., 2014).

CONCLUSION

In essence, the leadership lessons from Walton, Ford, Jobs, and Nooyi offer valuable insights for contemporary business leaders. Aspiring executives can enhance their leadership skills and guide organizations to success by studying the qualities and tactics of renowned leaders. In a competitive setting, leaders can succeed by prioritizing customers, innovating, having a clear vision, embracing diversity, and showing cultural intelligence.

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