



UWTSD
London

BA Business Management

**Leadership and Management
Theory and Practice – LCBB6003**

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ASSIGNMENT 2

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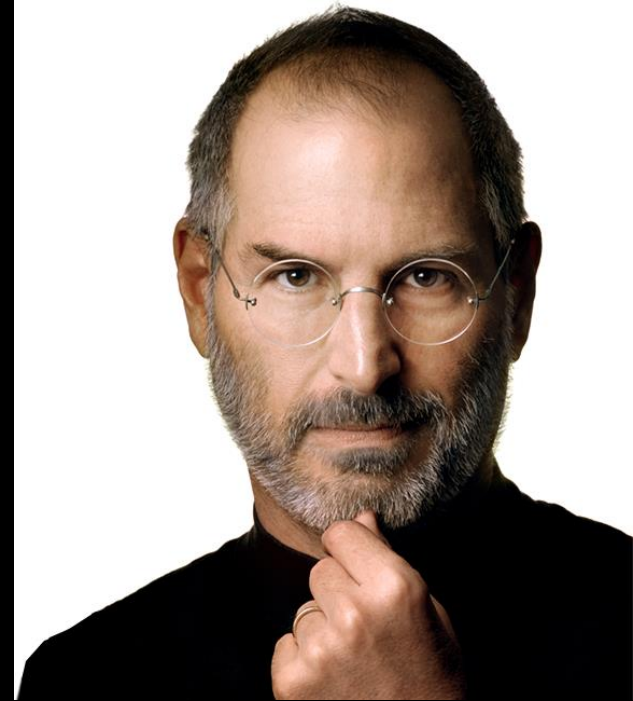
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Introduction

- Leadership style is a significant factor in determining the dynamics and success of any organisation.
- It affects how goals are created and achieved and how people see their roles and responsibilities.
- Understanding and executing the appropriate leadership style is crucial for matching organizational goals with employee satisfaction and performance, ultimately guiding the organisation toward long-term success.

(Northouse, 2021)



Joseph Stalin

- Born: December 18, 1878
- Died: March 5, 1953
- Role: General Secretary of the Communist Party of the Soviet Union (1922-1953)
- Major Impact: Industrialization of the Soviet Union, implementation of Five-Year Plans

(Real,2016)



Joseph Stalin: Leadership Style and behaviour

Leadership Style:

- **Authoritarian Leadership:**

- Centralized decision-making
- Absolute control over Communist Party and state

- **Revolutionary Leader:**

- Implemented Marxist-Leninist ideologies
- Driven by goal of transforming Soviet society

- **Leadership Behavior:**

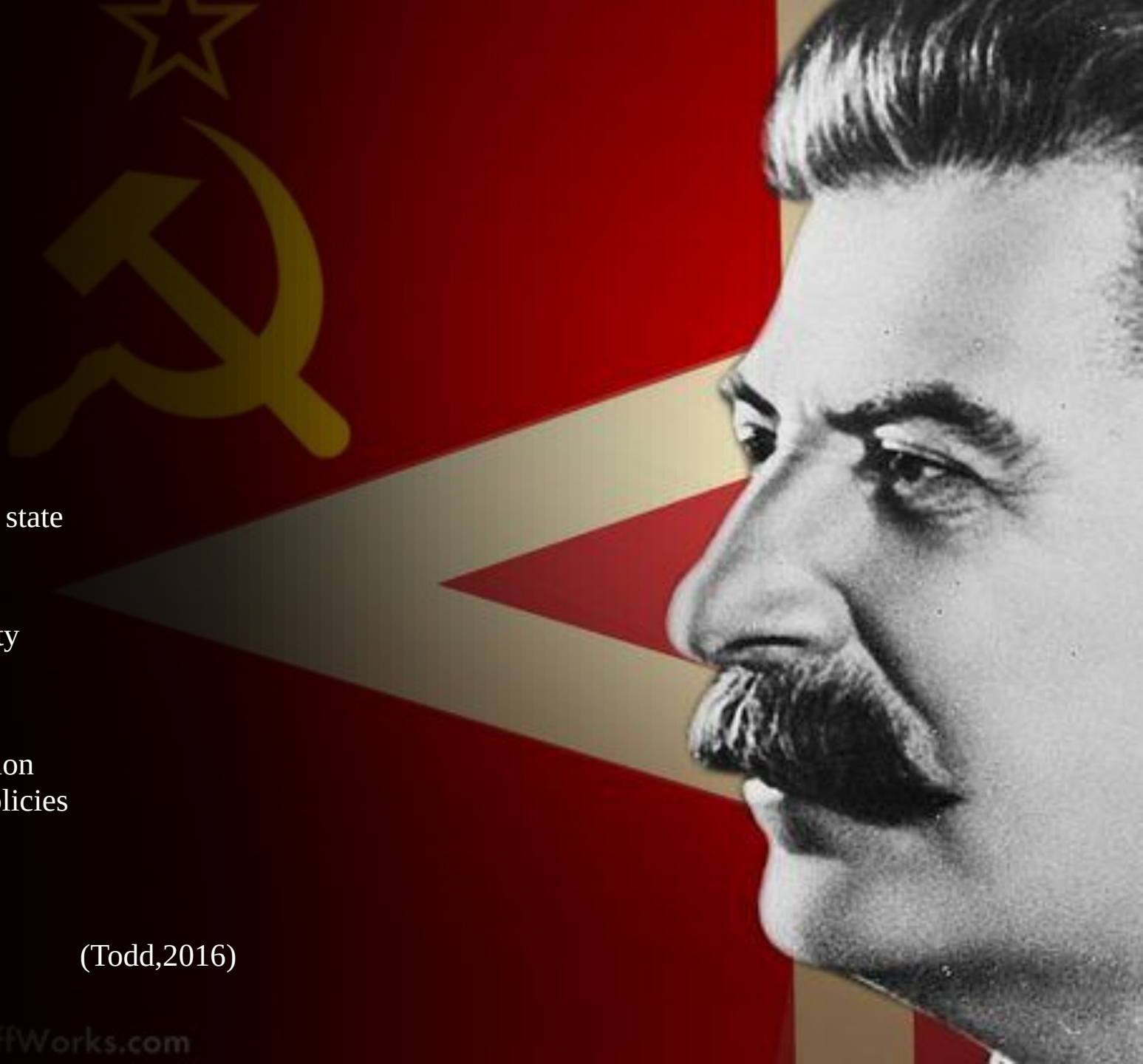
a) **Intimidation and Purges:**

- Conducted Great Purge to eliminate opposition
- Utilized secret police (NKVD) to enforce policies

b) **Economic Reforms:**

- Five-Year Plans for industrialization
- Collectivization of agriculture

(Todd,2016)



Joseph Stalin: Followers' Appeal

a) Cult of Personality

- Portrayed as the father of the nation
- Propaganda glorifying his achievements

b) Ideological Appeal

- Promised a classless society
- Seen as a defender against external threats

(Real, 2016)



Vladimir Lenin

Brief Biography:

- Born in 1870 in Simbirsk, Russia
- Revolutionary leader and founder of the Russian Soviet Federative Socialist Republic
- Pioneered the communist movement

(Lane, 2020)



Lenin's Leadership Style and Behavior

Leadership Style:

- Authoritarian and revolutionary
- Strategic and pragmatic
- Emphasis on collectivism and state control

(Lane, 2020)



Lenin's Followers Appeal and Impact

- Followers' Appeal:
 - Charismatic and persuasive
 - Promised equality and workers' rights
 - Established the Soviet model of governance

(Kelly, 2022)



Steve Jobs

Biography:

- Born in 1955 in San Francisco, USA
- Co-founder of Apple Inc.
- Revolutionized the technology and entertainment industries

(Kahney, 2008)



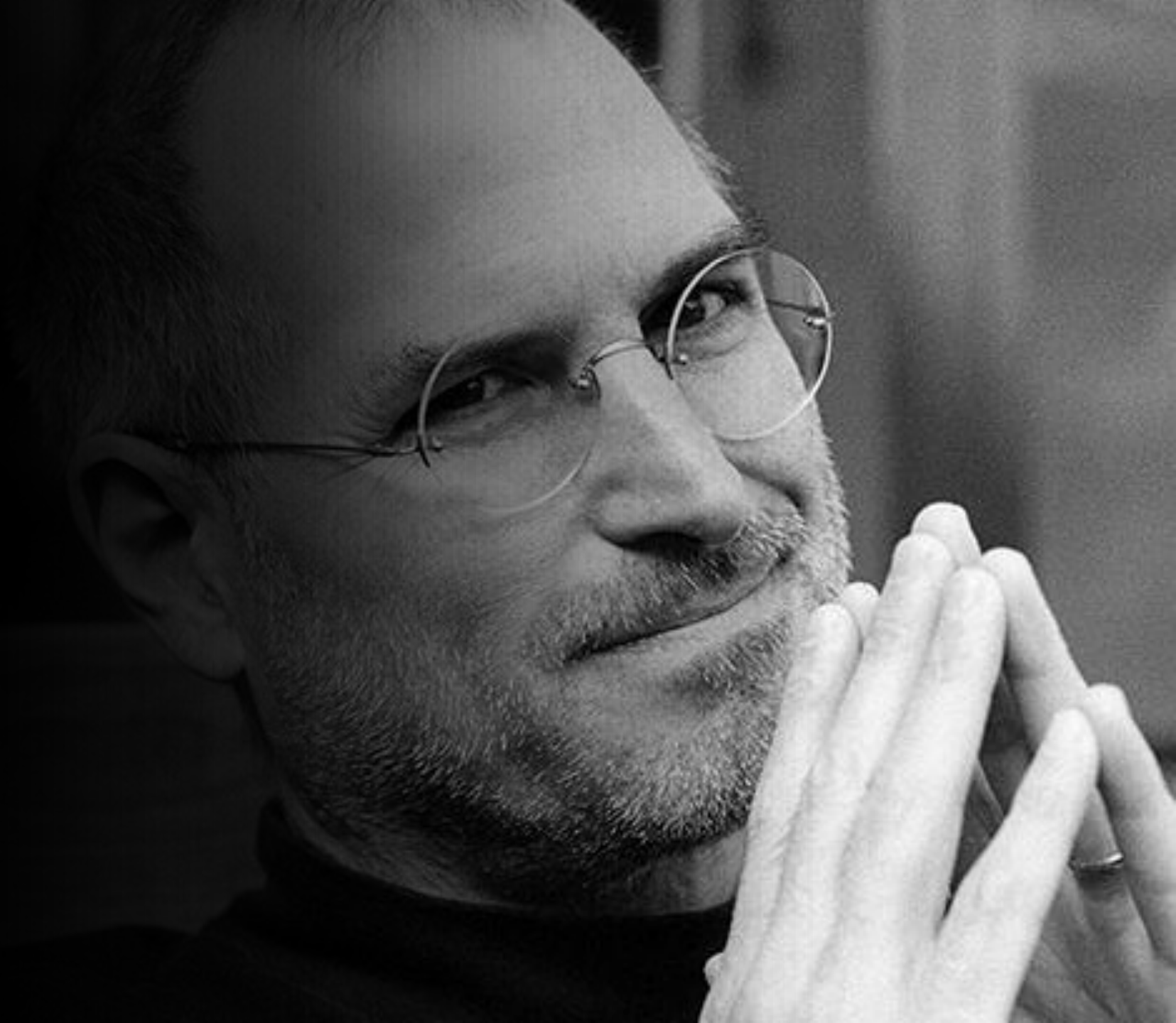


Jobs' Leadership Style and Behavior

Leadership Style:

- Visionary and charismatic
- Perfectionist and demanding
- Focus on innovation and design

(Isaacson,2012) (Gallio,2012)

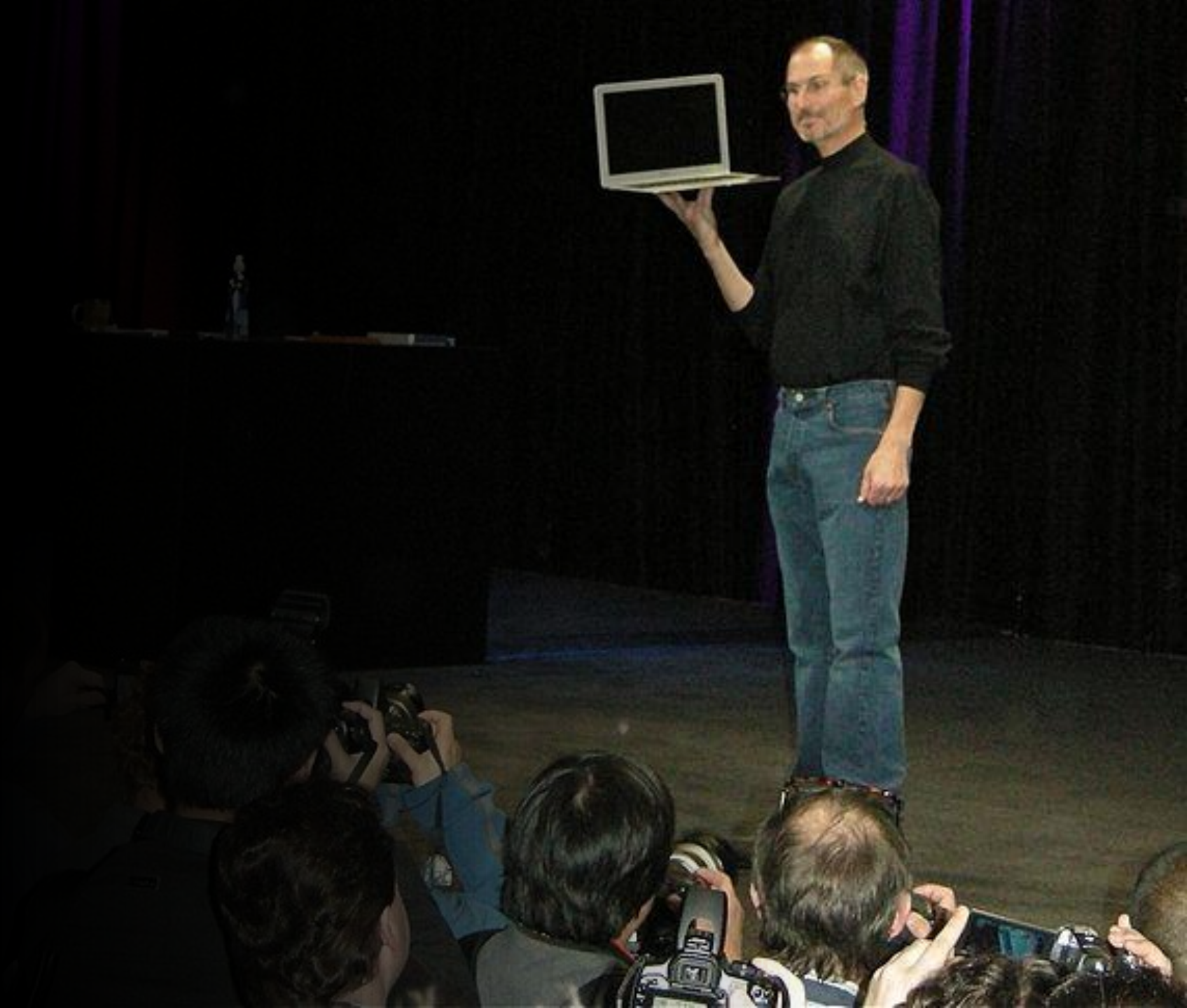


Jobs' Followers Appeal and Impact

Followers' Appeal:

- Charismatic and inspirational
- Created a cult-like following
- Legacy of innovation and creativity

(Isaacson,2012) (Gallio,2012)



Kim Jong Un

Biography:

- Born in 1984 in Pyongyang, North Korea
- Supreme Leader of North Korea since 2011
- Oversees the country's military, political, and economic policies

(Immelman, 2018)



Kim's Leadership Style and Behavior

Leadership Style:

- Authoritarian and charismatic
- Cult of personality
- Emphasis on military strength and economic control

(Kim, 2012)



Kim's Followers Appeal and Impact

Followers' Appeal:

- Maintains power through fear and propaganda
- Commands loyalty through state control and indoctrination
- Impact on international relations and regional stability

(Sang-hun, 2016)



Leadership style comparison

Authoritarian / Autocratic

Joseph Stalin, Vladimir Lenin, Kim Jong Un

Positives:

- Quick decision-making
- Defined rules
- Clear direct communication

Negatives:

- Forced Acceptance of Decisions
- No freedom of expression
- Fear of failure

Charismatic / Relationship

Steve Jobs, Kim Jong Un

Positives:

- Elevation trust and loyalty
- Strong connection with people
- Inspire others

Negatives:

- Dependency
- Overconfidence
- Manipulative behavior

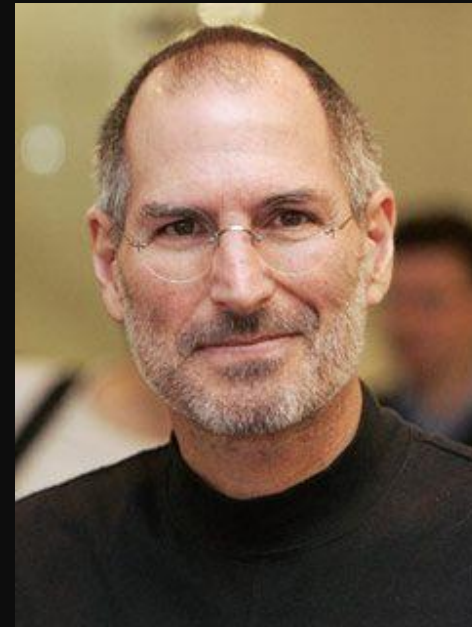
(Western, 2008)

Conclusion

Leadership styles, such as transformational, transactional, authoritarian, and democratic, have unique benefits and limitations.

A leader's efficacy is often determined by their ability to tailor their approach to the individual needs and dynamics of the situation.

Finally, the finest leaders are those who can shift between types seamlessly to improve performance and achieve goals.



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