

# LEADERSHIP AND MANAGEMENT, THEORY AND PRACTICE - LCBB6003 -

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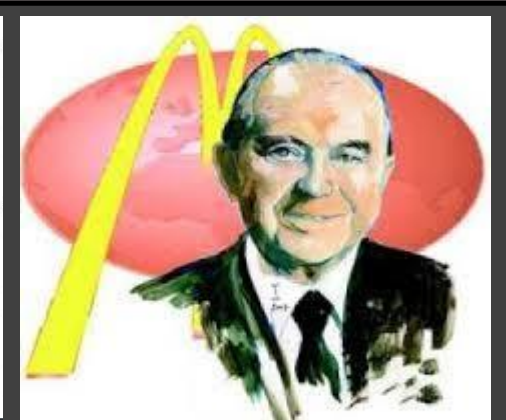
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# INTRODUCTION

**Gabrielle Bonheur  
” Coco Chanel ”**



**Raymond Albert Kroc  
” Ray Kroc ”**



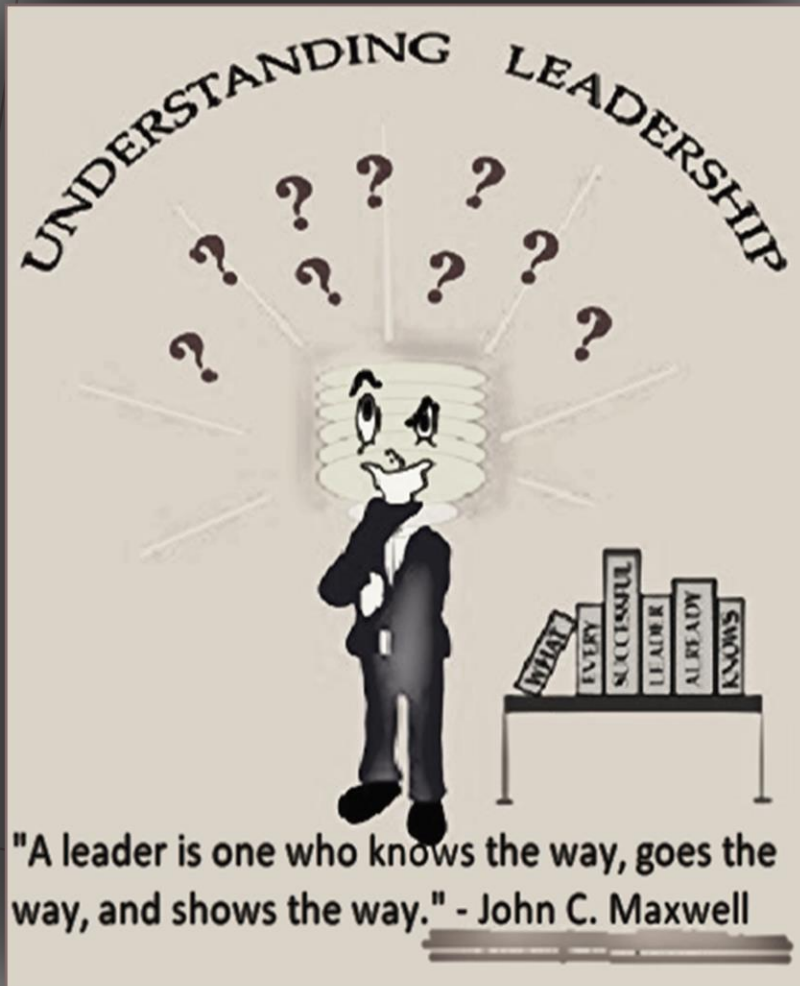
- ✓ The leadership style, behaviour and the followers appeal of Coco Chanel and Ray Kroc of the 20th century and Mark Zuckerberg and Reed Hastings of the 21st century will be discussed in these presentation (Mansaray., 2019).
- ✓ Similarities and differences between the leaders of the different centuries will also be explained.



**Mark Elliot Zuckerberg**

**Wilmot Reed Hastings**

# UNDERSTANDING LEADERSHIP



- ❑ Leadership is the ability to influence, guide, and inspire others toward the achievement of common goals.
- ❑ Understanding leadership authentically necessitates embracing its intricate complexity.
- ❑ Leadership defies limitation to a solitary style or approach; it spans a variety of leadership styles, including visionary, transformational, servant, and situational (Mansaray., 2019).
- ❑ Leaders adjust their approach according to the context, their team's requirements, and the specific challenges they face.

# Leadership style of the best leaders in 20<sup>th</sup> century

## COCO CHANEL

- ✓ Leadership style was characterized by Innovation, creativity, fearlessness
- ✓ She had a keen eye for design and an innate understanding of what women wanted.
- ✓ Chanel was not afraid to challenge conventions, breaking away from the restrictive fashion norms of her time.
- ✓ Her bold decisions and willingness to experiment with new styles set her apart as a visionary leader.
- ✓ Chanel's attention to detail and uncompromising standards for quality contributed to the enduring appeal of her brand.

## RAY KROC

- ✓ Ray Kroc's leadership style was pragmatic, results-oriented, focused on efficiency.
- ✓ He was a masterful strategist who saw the potential for expansion and standardization in the fast-food industry.
- ✓ Kroc implemented systematic approaches to operations, introducing assembly-line techniques and stringent quality control measures at McDonald's restaurants.
- ✓ His emphasis on consistency and uniformity across all franchises ensured a seamless customer experience.
- ✓ Kroc's hands-on approach and dedication to delivering a reliable product were instrumental in McDonald's global success.

(Peishan and Yufei., 2021)

# Leadership style for 21<sup>st</sup> century

## MARK ZUCKERBERG

- Mark Zuckerberg's leadership style: his visionary outlook and focus on innovation.
- Have an ambitious approach, connect people globally through technology.
- Mark adopt learning and encourages his team to take risks, fostering creativity and exploration.
- His adaptability and willingness to pivot strategies in response to market demands.
- Additionally, his hands-on approach and active involvement in product development have contributed to the evolution of Facebook and its affiliated platforms.

## REED HASTINGS

- Reed Hastings' leadership style: a unique blend of strategic thinking and a people-centric approach.
- He promotes a culture of freedom and responsibility within Netflix, empowering employees to make decisions and take ownership of their projects.
- Hastings emphasizes data-driven decision-making.
- Being transparent and inclusive work environment has led to a strong sense of collaboration and innovation to Netflix.
- His ability to balance creativity with strategic business decisions play an important role in Netflix's position as a global entertainment powerhouse.

# LEADERSHIP BEHAVIOUR FOR 20<sup>TH</sup> CENTURY

## COCO CHANEL

- Coco Chanel believed in actions rather than speaking.
- Coco Chanel's leadership included her understanding of the fashion industry, innovative mind, and visionary approach which made her exceptional in this field.
- She had a thought of leading by setting examples for the public.

## RAY KROC

- Ray Kroc was an ambitious person who was committed to excellence.
- Ray Kroc had a broad vision and was committed to excellence which made him a great leader of the 20<sup>th</sup> century.
- His attitude towards never giving up and he believed in constant innovation for achieving success (Brooker and Brooker., 2023).

# ***LEADERSHIP BEHAVIOUR FOR 21<sup>ST</sup> CENTURY***

## **MARK ZUCKERBERG**

- Mark Zuckerberg was encouraging towards employees and believed in their satisfaction.
- Mark Zuckerberg was encouraging, belligerent, democratic, and he considered the opinions of his employees.
- He emphasized the sensitivity to maintaining group relationships.
- He utilized the five P's components to achieve success- partnerships, product, people, purpose, and passion.

## **REED HASTINGS**

- Reed Hastings was responsible and had control over his organization.
- Reed Hastings believed in combining responsibility and freedom for effective working practices.
- He defines values that actually hold meaning for the business, he is honest even while answering complex questions.
- He upholds control over his company.

# ***FOLLOWERS APPEAL FOR 20<sup>TH</sup> CENTURY***

## **COCO CHANEL**

- Coco Chanel transformed 20th-century fashion with iconic pieces like the little black dress, championing simplicity and elegance.
- Beyond clothing, her influence empowered women to embrace individuality and confidence through stylish designs.
- Coco Chanel's journey from humble beginnings revolutionized fashion with avant-garde ideas, including jersey fabric, menswear-inspired designs, and Chanel No. 5.
- Emphasizing comfort and defying fashion norms, she resonated with women seeking liberation.
- Chanel's lasting legacy inspires sophistication, encouraging women to embrace confident style.

## **RAY KROC**

- Ray Kroc, McDonald's visionary, attracted followers with an emphasis on quality, efficiency, and standardized processes.
- His appeal was a global franchising model that fostered entrepreneurship through a proven success formula.
- Ray Kroc's appeal went beyond fast food. His business philosophy focused on consistency, innovation, and customer satisfaction.
- Followers were attracted to his commitment to quality, operational excellence, and the belief that success was achievable through hard work within the McDonald's franchise system, creating a strong brand and a network of entrepreneurs.

# ***FOLLOWERS APPEAL FOR 21<sup>ST</sup> CENTURY***

## **MARK ZUCKERBERG**

- Mark Zuckerberg's appeal lies in his tech leadership and impact on social media. Followers admire his vision for global connectivity through platforms like Facebook, appreciating his entrepreneurial spirit, innovation focus, and success in large-scale projects (Manu., 2022).
- Mark Zuckerberg's appeal lies in his evolution from a college student creating a social network to a tech mogul overseeing diverse products.
- Strategic acquisitions, like Instagram and WhatsApp, showcase his adaptability.
- Despite controversies, his impact on reshaping digital communication and the internet's social fabric endures, appealing to tech enthusiasts and beyond

## **REED HASTINGS**

- Reed Hastings disrupts the entertainment industry with an innovative streaming model. Followers appreciate his data-driven decisions, risk-taking, and adaptability. His focus on original content and global expansion cements Netflix as a major entertainment player, appealing to those who value bold business strategies and tech-driven transformations.
- Reed Hastings' appeal is his insight into consumer behaviour and the changing entertainment landscape. His commitment to original content sets Netflix apart and influences how other streaming services approach content creation.
- Beyond Netflix, he influences education reform through board roles, attracting a diverse following interested in technology, entertainment, and digital age leadership.

# Similarities and differences between leaders in 20<sup>th</sup> century

## SIMILARITIES

### COCO CHANEL & RAY KROC

- Strong entrepreneurial spirits
- Innovation. Chanel revolutionized women's fashion while Kroc introduced systematic and standardized process
- Strong Branding which impact Globally
- Persistence in pursuing their visions
- Quality Focus, both were focused of maintaining consistent quality.
- Legacy: Both left legacy in their respective fields.

## DIFFERENCES

- Product vs. Service: Different industries, fashion industry and fast-food industry
- Innovation Nature: Chanel was routed to creativity and Kroc was more about operational efficiency.
- Personal vs. Corporate: Coco was closely associated with her personal life and identity, beside Kroc was focused on building a corporate, away from his personal identity.
- Gender and Background: Chanel as female entrepreneur and Kroc from sales marketing background.
- Leadership Context: Chanel operated as designer and businesswoman; Kroc was business-oriented.

# Similarities and differences between leaders in the 21<sup>st</sup> century

## SIMILARITIES

### MARK ZUCKERBERG & REED HASTINGS

- Tech Industry Pioneers
- Innovation
- Data-Driven: Both leaders have relied on data-driven decision-making.
- Global Reach by being used by billions of users
- Focus on User Experience
- Content Production
- Competitive Landscape

## DIFFERENCES

- Business Models: Zuckerberg is rooted in social networking, advertising and data monetization, while Hastings revolves around content creation, distribution and subscription-based streaming
- Corporate Culture: Netflix has unique corporate culture and Facebook have had to address concerns about culture and governance.
- Monetization Approach: On Facebook is developing advertising and Netflix is subscriptions.
- Regulatory and Privacy Challenges

(Al Amiri et al., 2020)

- ❖ Leadership theories offer models and perspectives for understand the complexities of leadership in diverse contexts.
  
- ❖ Key theories in this area include:
  - **Trait theory** emphasizes inherent qualities, while behavioral theories focus on actions.
  - **Transformational leaders** inspire, whereas transactional leaders use rewards and punishments (Manu, A. 2022).
  
- ❖ These two theories offer valuable viewpoints on leadership styles, behaviours, and the ever-changing relationships between leaders and their followers. They play a significant role in enhancing the understanding of effective leadership methods.



# CONCLUSION

- ❖ In conclusion with their creativity, vision, and tenacity, exemplify the spirit of innovation and leadership in the 20<sup>th</sup> century and 21<sup>st</sup> century.
- ❖ Through their groundbreaking ideas and unwavering determination, they shaped the course of fashion and business, leaving an indelible mark on history.
- ❖ As we reflect on their achievements, let us draw inspiration from their journeys and continue to embrace innovation and creativity in our own endeavours.
- ❖ Understanding leadership encompasses these qualities and skills, but it's also a continuous learning process.
- ❖ Successful leaders adapt their approaches based on the context and the needs of their teams, ensuring they remain effective and influential in various situations.



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