

TASK 2: Individual Task- A Lessons Learned Report
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Introduction

Task 1 is developed based on the leadership areas of Jeff Bezos. It is understood that there is a focus on the transformational leadership approach by him that is considered as one of the major areas for employee motivation within the organisation. This task is going to evaluate the leadership style of him considering theoretical approaches.

Lesson learned from the term of the leadership with the application of theoretical concepts.

The importance of **transformative leadership** stands out as one of the most important lessons acquired. For example, this style is embodied by Jeff Bezos and Howard Schultz, who are known for their visionary approach and unwavering pursuit of innovation (Sosik et al. 2018). For their teams, transformational leaders paint an enthralling vision of the future, inspiring individuals to reach their greatest potential (Sosik et al., 2018). Given this, it is evident that developing a shared objective that spurs innovation and progress is essential.

Bezos's unwavering attention to detail when it comes to his consumers illustrates another crucial lesson. A company's capacity to deliver value to its customers is what determines whether it succeeds, according to the **Service-Dominant Logic** (Windahl and Wetter-Edman, 2018). By prioritising his customers' needs, Bezos has cultivated a loyal customer base and transformed Amazon into a global force. We may infer from this that, in the contemporary business environment, all CEOs should place a high premium on their clients' satisfaction.

Bezos's encouragement of forward-thinkingness and creativity serves as another lesson. Bezos has demonstrated that CEOs need to be prepared to make long-term investments, even if doing so means forgoing quick financial gains (Johnson and Suskewicz, 2020). Leaders can foster innovation and adapt to changing markets by encouraging a mindset that isn't afraid to try new things or question established norms. One of the best examples of the **adaptable leadership strategy** is Bezos's adaptability. Amazon started off as a small online bookstore before growing into an international corporation. This highlights the need of having leaders who can adjust to changing conditions (Bacharach, 2018). Bezos's "Two-Pizza Team" mentality emphasises small, agile teams, which highlights the value of efficiency and cooperation (Shrm, 2019). Establishing a culture that fosters team cohesion is a leadership

responsibility that is critical to fostering innovation and achieving goals. Through this it is understood that **Great Man Theories of the Leadership** is suited to Bezos as he has different types of the characteristics like confidence, social skills and intelligence and this makes himself a great person in the world (Nawaz and Khan, 2016). Through this theory he is focused on the theories of social learning that emphasises on the different processes of the leadership within the organisation. However, we have understood the comparison between the leaders and it is identified that every leader has their own perspective that can make the organisation successful.

Conclusion

It can be concluded that leadership is an important area to make the development of the decision-making within the organisation. Jeff Bezos has a focus on curiosity and through this he is focused on the development of adaptive leadership. Flexibility is a major area of his working that defines the great attitude of him to the employees of the organisation. It is understood that Bezos makes inspiration to different types of people and this is a major area for developing his popularity in the world.

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