

University of Wales Trinity Saint David

Course, Business and Management

Module: Contemporary Management Approaches

Lecturer: Helen Evans

Student name: Codi Roberts

Student ID: 2508438

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Presentation Recording – Contemporary Management Approaches (Netflix)

Please click the link below to view the recorded presentation.

[Netflix, Contemporary Management Approach's \[Autosaved\].mp4](#)

Presentation Script

Slide 1 – Title

I will be looking at Netflix and how it uses contemporary management approaches. The presentation will focus on strategic decision-making, organisational and management structure, and sustainable leadership.

Slide 2 – Introduction

Netflix is a global streaming company that was founded in 1997. Today, it operates in over 190 countries and has more than 260 million subscribers worldwide.

Netflix operates in a competitive and fast-changing digital market. Because of this, the company must constantly adapt how it is managed and led to stay competitive.

Netflix is also well known for its unique management culture, which makes it a strong example to use when discussing contemporary management approaches.

Slide 3 – Strategic Decision-Making at Netflix

Netflix's success is linked to its strategic decision-making. Robbins and Coulter explain that strategy involves how organisations respond to changes in their external environment.

This can be clearly seen in Netflix's decision to move from DVD rentals to online streaming. This decision showed long-term thinking and an ability to recognise changes in consumer behaviour.

Netflix also made the decision to invest heavily in original content. This helped the company stand out from competitors and reduce its reliance on external content providers.

Overall, these decisions show how Netflix continues to adapt its strategy in response to competition and market change.

Slide 4 – Strategic Decision-Making Theory: Rational Model

Netflix's decision-making can be explained using the rational decision-making model. According to Robbins and Coulter, this model focuses on gathering information, comparing options, and choosing the best solution.

Netflix uses large amounts of data, such as viewing habits and user engagement, to support its decisions.

This is especially important when deciding which content to invest in.

By using data rather than relying only on intuition, Netflix reduces risk and makes decisions that support key goals such as growth and customer retention.

Slide 5 – Organisational and Management Structure

Netflix uses a flat organisational structure rather than a traditional hierarchy.

Mullins and McLean suggest that flatter structures can improve communication and speed up decision-making.

At Netflix, employees are given a high level of autonomy and are trusted to make decisions within their roles.

This means decisions can be made more quickly, without needing approval from multiple management levels.

This structure supports flexibility and innovation, which are essential in digital and creative industries.

Slide 6 – Structure Theory Link: Systems Theory

Netflix's organisational structure can also be explained using systems theory.

Mullins and McLean describe organisations as systems made up of different parts that work together.

At Netflix, departments such as content creation, technology, marketing, and data analytics depend on one another.

For example, decisions made by the content team rely heavily on data provided by analytics teams.

This shows the importance of coordination and communication across the organisation.

Slide 7 – Sustainable Leadership at Netflix

Netflix's leadership approach is strongly influenced by its culture of freedom and responsibility.

Hastings and Meyer explain that leaders at Netflix trust employees to make decisions, while holding them accountable for results.

This leadership style encourages employees to take responsibility for their work and think long-term, rather than simply following strict rules.

Netflix also encourages transparency and regular feedback, which supports learning and continuous improvement across the organisation.

Slide 8 – Leadership Theory: Transformational Leadership

Netflix's leadership style links to transformational leadership theory.

Bass and Riggio explain that transformational leaders motivate employees through trust, empowerment, and a shared vision.

At Netflix, leaders focus on encouraging creativity rather than closely supervising employees. This helps motivate staff to perform at a high level and contribute new ideas.

As a result, this leadership style supports long-term organisational success.

Slide 9 – Challenges and Limitations

Despite its strengths, Netflix's management approach also has limitations.

Mullins and McLean note that high levels of autonomy may not suit all employees.

Netflix's high-performance culture can place pressure on employees, increasing the risk of stress or burnout.

In addition, having less structure may cause confusion around roles, especially for new employees.

This shows that while Netflix's approach is effective, it may not work for every organisation or individual.

Slide 10 – Conclusion

In conclusion, Netflix gives a strong example of how contemporary management approaches can support organisational success.

Its strategic decision-making, flat organisational structure, and leadership style all help promote flexibility, innovation, and high performance.

However, the challenges discussed show that it is important to balance employee freedom with support to ensure long-term sustainability.

References

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