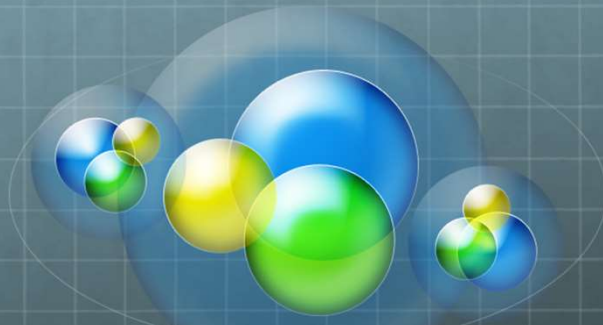




Leadership & Management: Evaluating the leadership of Jeff Bezos

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-  Introduction
-  Evaluate the leadership of Jeff Bezos.
-  Evaluate the effectiveness of Jeff Bezos leadership.
-  Theories of leadership.
-  Leadership model.
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Introduction

- 🌐 Leadership is the ability of an individual(s) to have the influence and power to guide their team in a particular direction. (Bush, 2020)
- 🌐 This presentation will evaluate the effectiveness of Jeff Bezos leadership qualities, where this report will draw upon and discuss leadership theories, models and lastly the perspective of leadership.

Leadership is the ability of an individual(s) to have the influence and power to guide their team in a particular direction. (Bush, 2020). Leadership within an organisation is the capability to set company wide and departmental goals to claim a sustainable piece of the market or even outperform the competition. Effective leadership allows companies to take rapid and conclusive action when needed and can foster high productivity levels within the organisation where there is a shared buy-in into the organisational targets by employees. During the pandemic, the consumer sector faced many threats amidst the imminence of the worst economic crisis (Furgang, 2018). However, Amazon bucked the trend when it released its revenue figures that showed it increased its revenue by 70%, resulting in a \$74bn growth in Bezos' personal growth. This report will evaluate the effectiveness of Jeff Bezos leadership qualities, where this report will draw upon and discuss leadership theories, models and lastly the perspective of leadership.

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Evaluate the leadership of Jeff Bezos

- 🌐 Jeff Bezos is said to adhere to high standards, where his employees are expected to work extremely efficiently in order to deliver a service that had not been achieved at the scale that Bezos had as his goal.
- 🌐 The 3 main qualities that Bezos has are as follows:
 - 🌐 Setting Long Term Goals
 - 🌐 Communication
 - 🌐 Market changes



Evaluate the leadership of Jeff Bezos.

Jeff Bezos is said to adhere to high standards, where his employees are expected to work extremely efficiently in order to deliver a service that had not been achieved at the scale that Bezos had as his goal. In order to achieve this, Bezos has been described as being charming, smart and extremely driven. As Bezos created Amazon almost 30 years ago and only was able to see what he had envisioned then, come into being, it evidences that he was able to maintain his long-term vision that requires strategic patience (Tongkachok and et. al., 2022). While Bezos is not considered an active representative of Amazon since stepping down as CEO, he contributed heavily to the direction Amazon has gone in by tackling the needs of consumers, and ensuring employees of the business share the same passion for meeting the consumers needs and innovation. The 3 main qualities that Bezos has are as follows:

Setting Long Term Goals: Everyone in the business, regardless of their role, understands the overarching vision of the company.

Communication: Organisation effectively communicates their vision to their employees to ensure they understand how Amazon aims to meet more of their customers needs.

Market Changes: Amazon is able to be reactive to sudden market shifts due to the proactive emphasis on the company's vision for technological advancements to proactively improve the efficiency of the production line. In addition, Bezos also

understood early on that it is good to introduce mediocre products in a wide market rather than providing a good product in no market (Moore, 2021), which prompted him to offer up the ability for anyone to sell merchandise that they design for Amazon to fulfill.

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Evaluate the effectiveness of Jeff Bezos leadership

- Bezos is known to be a more transformational and task oriented leader.
- Through Amazon's long-term goals and objectives that are consumer-centric, the company has expanded in various areas of the market.
- Amazon's ability to innovate exponentially is exactly what has helped the company to grow and expand (Cohee, 2021).
- There are various skills required of Jeff Bezos as the founder and former CEO of Amazon that proved to be successful for him as an individual and for his company. Some which have been evaluated below:
 - Employee satisfaction
 - Coordination

Evaluate the effectiveness of Jeff Bezos leadership.

Bezos is known to be a more transformational and task oriented leader, where he has developed several strategies to cement Amazon's presence on the market. Through Amazon's long-term goals and consumer-centric objectives, the company has expanded in various areas of the market, allowing Amazon to innovate and grow exponentially (Cohee, 2021). By offering these solutions to warehousing and product delivering services in the market, Amazon has become the top leading brand in order fulfilment. Not only are the results empowering for employees who have contributed to Amazon's success but the continuous technological innovation also makes Amazon a desirable place to work, as employees are expecting to be at the forefront of innovation. There are 3 key elements to Bezos' leadership:

Employee satisfaction- Jeff Bezos' approach to employee satisfaction leads to increase in the performance of workers and overall performance of the company. They will be proactive, committed and productive in order to contribute in achieving the goals of the organisation. However, this is only true of the more senior members of Amazon.

In recent years Amazon has come under fire in the press due to reported poor working conditions of warehouse workers, bringing into question the morality of Bezos' personal wealth. Individuals on Amazon's Graduate Scheme have reported being overworked and underpaid. All of these press reports show that while the company is moving in the right direction from a market perspective, the people

making this happen daily are allegedly under-compensated, which creates a disconnect between the leader and their employees. Therefore, it could be said that before his resignation as CEO, Bezos' relationship with those he led became a relationship that was borne out of his workers' necessity to make a living, rather than being borne out of an extraordinary vision (Kanter & Weise & Ashford 2021).

Coordination- Bezos has instilled a message across the operational teams to encourage less wastage of resources that helps enterprises in utilising it optimally (Vargas, 2019). This goes down to the way orders are packed in boxes, packed in bags and the routes drivers take. Efficiency is the cornerstone of Amazon's success, and Bezos' leadership has ensured that this is instilled in all those employed at Amazon. However, there are reports of stressful working environments and packages left unattended outside properties due to the drive for efficiency outweighing customer service.

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Leadership Theories

- Leadership theories provide a foundation for individuals to explore the benefits and drawbacks of adopting specific types of leader.
- Contingency theory-** It focuses on suggesting that no single leadership style is suitable in all situations.
- Situational leadership theory-** This theory emphasises the importance of situational aspects for becoming the good leader and not considering any other style.
- Transformational leadership theory-** This theory is illustrated as relationship theory which focuses on the relationship between leaders and their team members.



Leadership theories provide a foundation for individuals to explore the benefits and drawbacks of adopting specific types of leader by highlighting the required attributes and behaviours that an individual may follow. One of the top attributes to being a successful leader is a high moral standard and strong ethics (Clinebell, 2020). There are various types of theories, mentioned below, on important qualities of a successful leader:

Contingency theory- It focuses on suggesting that no single leadership style is suitable in all situations. This refers to the various aspects of influencing the people in certain situations for these leaders need to choose the suitable course of action, with considering the aspects.

Situational leadership theory- This theory emphasises the importance of situational aspects for becoming a good leader and not considering any other style. The situational theory is an accumulation of two elements that are the maturity level and leadership style as there are various contexts that require different leadership styles. (Arenas, 2019).

Transformational leadership theory- Transformational leadership theory suggests the transformation that leaders might need by providing inspiration and encouragement with charisma to their employees for increasing the overall performance to complete the task. Jeff Bezos adopts the transformational leadership theory, as he motivates through expert knowledge in order to show the significance of the work.

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Leadership Models

- 🌐 The model of leadership is a framework of theoretical actions to handle the fluctuations of employees needs across the business.
- 🌐 **Authentic leadership model:** It is the theory emphasises the importance of the leader being viewed as authentic.
- 🌐 **Autocratic leadership model:** It is an administration style where one individual can control all the decisions and take small details from other group members.
- 🌐 **Shared leadership model :** The shared leadership model dictates an increase in the human resources in the enterprise by delegating a high level of responsibility to individuals and gives them a possibility to take the position as leadership in their areas of expertise.

Different models of leadership

The model of leadership is a framework of theoretical actions to handle the fluctuations of employees needs across the business. This helps the organisation evolve, grow and constantly become a better version of themselves, rather than solely being reactive to market changes. There are various types of leadership models, mentioned below, which can be used by leaders in order to establish a strong motivation within the business:

Authentic leadership model

This theory emphasises the importance of the leader being viewed as authentic. Individuals with the authentic leadership style have the ability to convey their whole selves in order to encourage employees to participate fully and candidly in the business. The authentic model is characterised through four things: balanced processing, relational transparency, self-awareness and internalised moral perspective (Bezos and Isaacson, 2020).

Autocratic leadership model

This leadership style is where one individual does not delegate any decision to other leaders or experts. Their choices or decisions are based on their own perspective and not always the expert opinion. It leads in order to quick decision-making, control over the processes and the operations of enterprise. The leader with the autocratic style can give order and increase productivity and lower stress levels for team members. However, as Amazon functions on a global scale with varying

consumer needs, this wouldn't allow Bezos the ability to delegate to those who are closer to the consumers needs. Therefore, as Jeff Bezos often delegates tasks to trusted experts, the Autocratic model would not have contributed to Amazon's success if it were the only model adopted by Jeff Bezos.

Shared leadership model

The shared leadership model dictates an increase in the human resources in the enterprise by delegating a high level of responsibility to individuals and gives them a possibility to take the position as leadership in their areas of expertise. Shared leadership is the sharing of power and influence with people who remain in charge. It generally leads to better organisational performance.

Jeff Bezos' leadership style is a combination of shared and autocratic leadership where a combination of long-term goals, quick decision making and delegation of tasks to experts can be seen clearly.

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Perspective of Leadership

- 🌐 Leadership can be defined as the ability to make decisions for oneself or for a group to positively influence the actions of others.
- 🌐 Perspective is about being able to understand a situation from a certain point of view of another person, which is key when influencing others to make the positive changes required to foster growth
- 🌐 Jeff Bezos inspired those at Amazon with his long term vision of Amazon as one of the leading fulfilment service companies globally
- 🌐 It can be argued that this is due to the way in which Jeff Bezos inspires allows him to be the most influencing and good leader in the company. Bezos has the great quality of being the best leader that pursues effective decisions in regard to Amazons goals and objectives

Perspective of leadership.

Leadership can be defined as the ability to make decisions for oneself or for a group to positively influence the actions of others. Perspective is about being able to understand a situation from a certain point of view of another person, which is key when influencing others to make the positive changes required to foster growth and make future decisions (Matthews, Harbin and Daigle, 2018). An effective leader will start by focusing on their customers and work backwards to find solutions that meet their needs. Under Jeff Bezos' leadership, Amazon worked vigorously in order to earn and keep customers' trust, which is still felt today despite the handover of his position of CEO. It can be argued that this is due to the way in which Jeff Bezos inspired employees with his long term vision of Amazon as one of the leading fulfilment service companies globally.

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Conclusion

- It is clear from Amazon's success that Jeff Bezos can influence those at Amazon into positive changes in relation to the company's objectives and goals.
- Jeff Bezos' investment in efficiency has meant that they were not overwhelmed by the demand in the pandemic and functioned operationally quite smoothly. Without a shared buy-in by employees Amazon will not have reached the point it did in 2020 to be prepared to take on such a large portion of the market globally.
- It is worth noting that while Bezos has all the skills and qualities of a brilliant leader, it is always important to meet the needs of as many employees as possible so that they can carry out all the tasks that allow Amazon to reach its goals.
- Despite this, Bezos' leadership style is one that has revolutionised the retail sector and one that leaders have and will continue to learn from.
- There are always points where one can improve, but overall this report concludes that Jeff Bezos' style of leadership has been a catalyst to the success of Amazon.

It is clear from Amazon's success that Jeff Bezos can influence those at Amazon into positive changes in relation to the company's objectives and goals. Bezos' emphasis on technological advancements allowed Amazon to take the opportunity during the Pandemic to take over a large market share of consumer purchases by already being established as a trustworthy, varied, fast and reliable delivery service at a time when the global population were required to remain indoors. Jeff Bezos' investment in efficiency has meant that they were not overwhelmed by the demand in the pandemic and functioned operationally quite smoothly. Without a shared buy-in by employees Amazon will not have reached the point it did in 2020 to be prepared to take on such a large portion of the market globally. After evaluating the leadership style of Jeff Bezos it showed that Bezos' leadership style provides many benefits to the company and also to their employees. However, more needs to be done for their lower earning employees to ensure that Amazon and its leaders don't undo the good work they have done operationally by prioritising profits over the wellbeing of the staff who fulfil the service Amazon offers. It is important to shift away from the autocratic approach and to adopt a more flexible leadership approach that is still strong on the long term vision, as with the autocratic leadership approach, but still prioritising those who work in warehouses. Leadership must be effective for employees in all areas of the business as Amazon has a diverse collection of skills and roles across the globe within Amazon that will have different priorities, even with a shared goal. Therefore, while Jeff Bezos' autocratic approach has worked for him thus far, it is understood that he has a good combination of emotional intelligence to

influence, the ability to delegate effectively as well as the ability to make quick company wide executive decisions to respond to any market change by any means at his disposal. Bezos' leadership style is one that has revolutionised the retail sector and one that leaders have and will continue to learn from. There are always points where one can improve, but overall this report concludes that Jeff Bezos' style of leadership has been a catalyst to the success of Amazon.

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