

LEADERSHIP AND MANAGEMENT THEORY AND PRACTICE LCBB6003

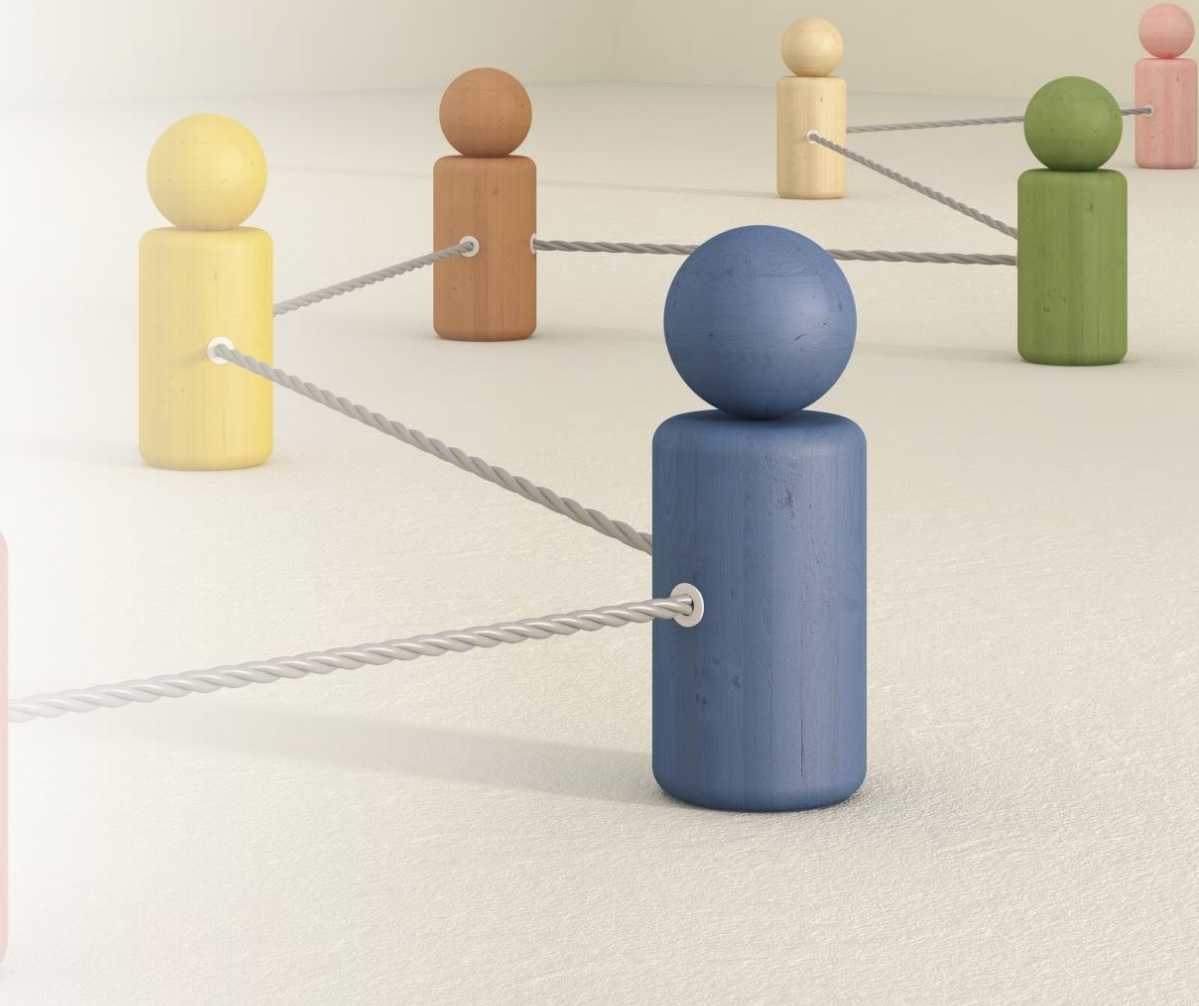
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Introduction



Management and leadership are the terms that are often considered as alternative expression. However, it is important to know that leadership is a crucial part of effective management.

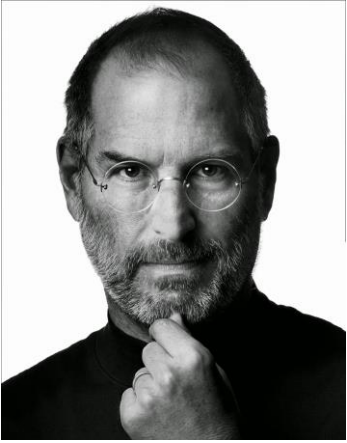


In this presentation, leadership style, behaviour and followers appeal of four leaders who has changed the business world dynamics greatly with their leadership style will be discussed.

Analysis of leadership style of leaders from 20th and 21st century

- Leadership and management is an essential and key factors within any organisation.
- Leadership style is crucial and plays an important role in enhancing the team dynamics and create an innovative environment that led to growth of an organisation (Purwanto, 2020).
- Leaders have shaped the structure of an organisation with their exceptional leadership skills and have introduced products and services that has changed and developed the way of living for people.





Business leader who have made significant impact in 20th century:

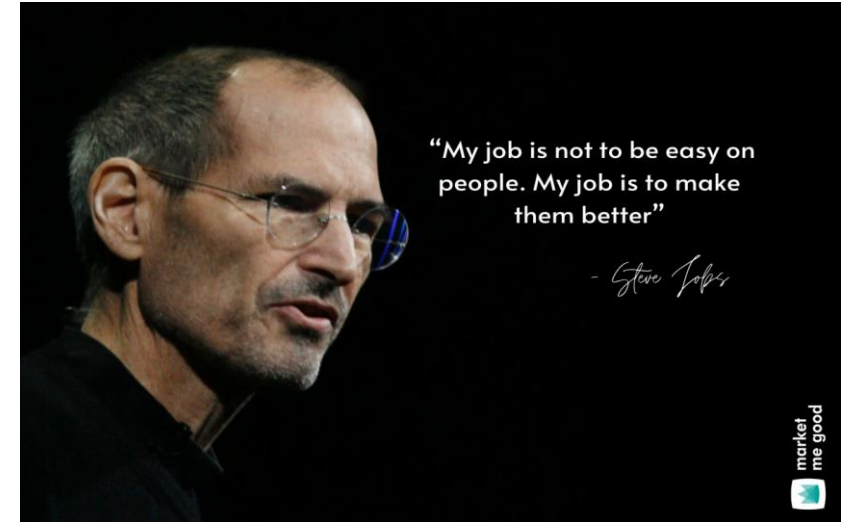
Steve Jobs, CEO, Apple (1997-2011)

Leadership style –His leadership style is best defined as autocratic which refers to his strategy on directing the company solely on his decisions without taking much inputs from his employees.

Leadership style of Steve Jobs has revolved around two key factors: innovation and perfection.

Leadership behaviour –His leadership behaviour was being particular about the objectives set by him and pushing the employees to perform in their best ability in achieving those objective effectively . Steve Job believed in perfection and had a meticulous eye for detail (Zen, and *et.al.*, 2023).

Followers appeal – Even though the leadership style of Steve Job demanded extreme perfection and high productivity from his employees, he has changed the dynamics of business world and many people have followed his working style which represent art of innovation and leading the employees to accomplish objectives.



Logo History: Evolution of the Apple Logo

Bill Gates, CEO, Microsoft (1975-2000)

Leadership Style – Bill Gates exercise his transnational leadership style which involves effective leadership across cultural and national barriers.

Leadership behaviour- As a transnational leader, Bill Gates is not very adaptive to employee engagement and communication.

- However, Bill Gates mentors and encourages the employees through asking them challenging questions that helped employees to increase the area of their knowledge and expertise.

Followers appeal – Vision of Bill Gates for technology and its significance in society to enhance communication with it has made him popular among people.



Transnational leadership Style

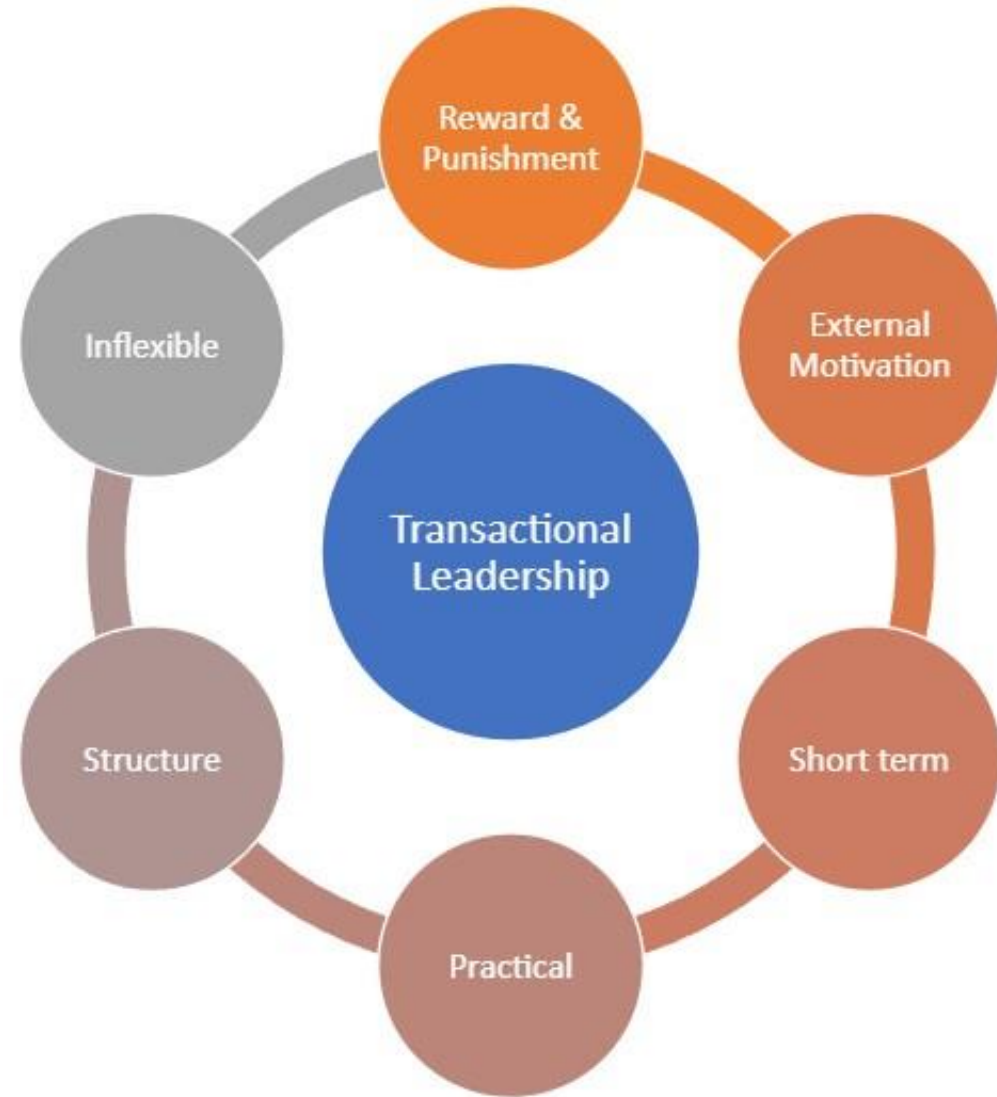
Transnational leadership style deals with effective leadership across cultural and national barriers.

Advantages

- Major advantage of transnational leadership is that employees are motivated by the system of reward and punishment.
- It creates an innovative environment and motivates employees to think innovatively and help them in enhance their productivity.

Disadvantages

- Transnational leaders often do not involve employees in decision making, which may make employees fell unheard and demotivated.



Business leader who have made significant impact in 21st century:

Elon Musk, CEO, Tesla (2008- Present)

Leadership style – Leadership style of Elon Musk is primarily transformational. It revolves around long-term vision and innovation.

Leadership behaviour – He sets ambitious goals for himself and his organisation that demand lot of resources and efforts (Benmira, and Agboola, 2021).

Followers appeal – His unwavering resolve, unrelenting drive and imaginative thinking is evidence of his popularity among his followers.



TESLA MOTORS

Mark Zuckerberg, CEO, Facebook (2004 – Present)

- Mark Zuckerberg has cofounded popular social media platform Facebook, which revolutionised the way people connect and communicate.
- Leadership Style – Mark Zuckerberg leadership style comprises different approaches such as transformative, visionary and servant type of leadership.
- As a transformational leader Mark Zuckerberg has learned from his setbacks, taken risks and has established his company as a visionary leader.



Leadership behaviour

- He focuses on employee relationship, satisfaction and encourage them to select their projects and set their own work schedule (Niebuhr, and *et.al.*,2020).

Followers appeal

- Mark's ability to motivates inspire and empower employees has made his leadership style popular among people and created a huge user base for Facebook.



**"IN A WORLD THAT'S
CHANGING REALLY
QUICKLY, THE ONLY
STRATEGY THAT IS
GUARANTEED TO
FAIL IS NOT
TAKING RISKS."**

MARK ZUCKERBERG



Servant leadership style

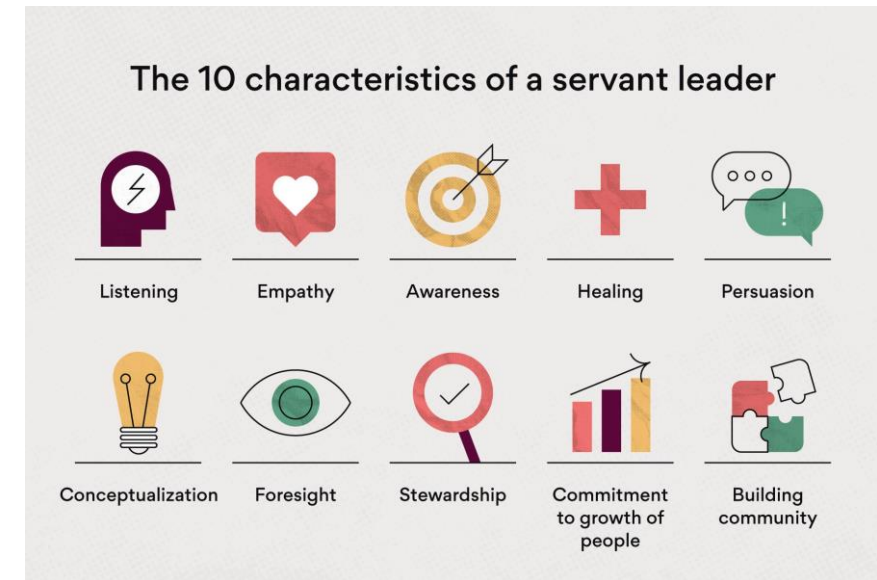
Servant leadership style refers to a leadership style that display characteristics such as empathy, listening skills, self-awareness and desire to establish a healthy work environment.

Advantages

- Servant leadership style promotes innovation and encourages employees.
- One of the major benefit of servant leadership style is it reduces employee turnover.

Disadvantages

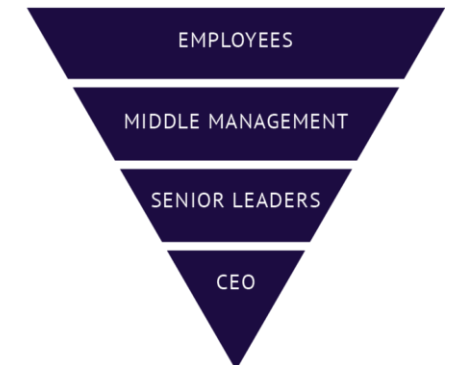
- Servant leadership style may led to taking longer time in decision making.
- In servant leadership style, the role of a leader is lessened. They become equivalent to the employees and have less direct responsibility and authority in decision-making.



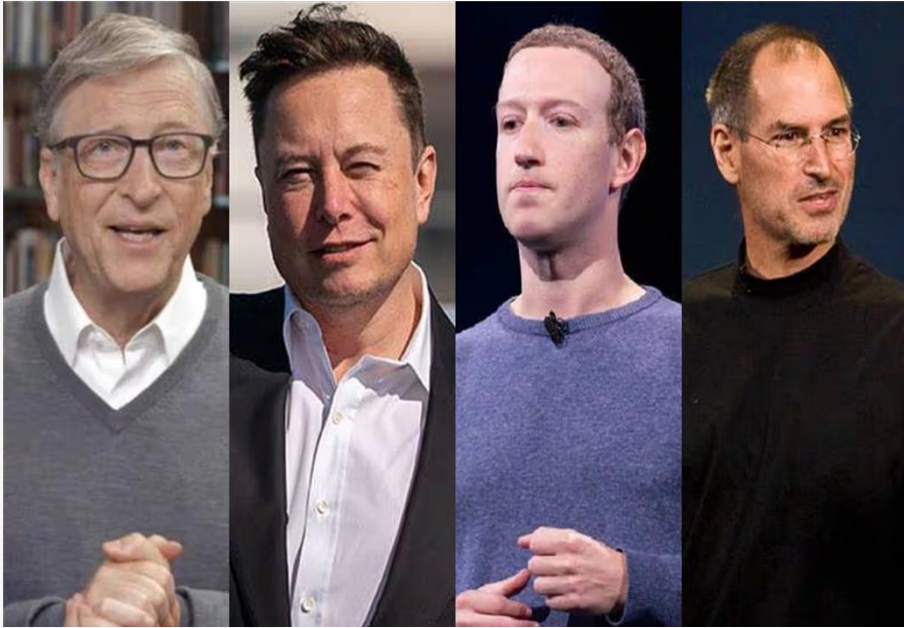
TRADITIONAL
LEADERSHIP

VS

SERVANT
LEADERSHIP



Comparative analysis of leader's characteristics



20th century
leadership vs
21st century
leadership



Similarities

Steve Jobs and Bill Gates was a tech enthusiast, generally relying on resources that provides advanced technical prowess to generate great products.

Elon Musk and Mark Zuckerberg also leveraged the benefits of technically advanced entities to develop futuristic innovations (Yoffie, and Cusumano, 2021).

- Additionally, these influential leaders share a talent of public speaking and has created awareness about their brand and company among people.
- Their speaking style has influenced many people and created a huge loyal customer base.

Differences

Steve Jobs and Bill Gates being from the similar era have different approach when it comes to their relationship with employees. Bill Gates empower his employees and consider their ideas and suggestions. Whereas Steve Jobs use to direct the companies with his own decisions and ideas (Wang, 2024).

Overall leadership in 20th century was about leading from the front, being the authority person and making all the decisions by themselves without much involvement from the employees.

20th century

On contrary leadership in 21st century is all about leading by example, encouraging and empowering employees along with being a servant leader.

21st century

Are more adaptive collaborative, flexible, adaptive and open-minded.

21st century

20TH VS 21ST CENTURY LEADERSHIP

20th Century

Local, simple hierarchy of relationships

Consistent change

Stable environment

Boundless growth with little regard for consequences

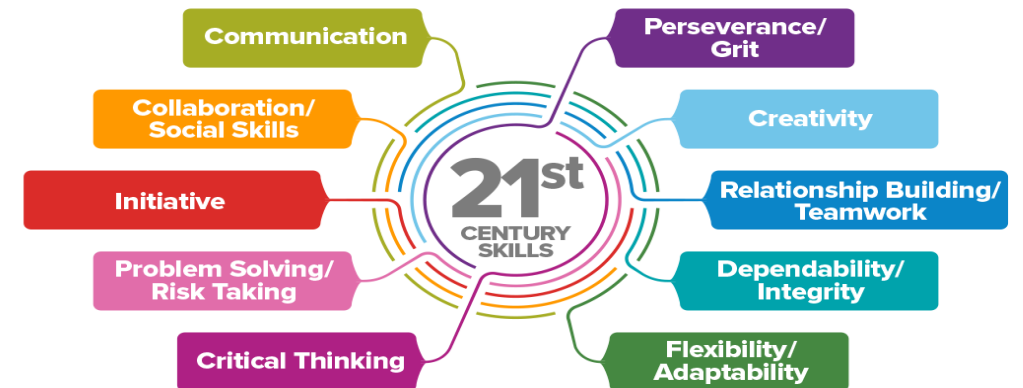
21st Century

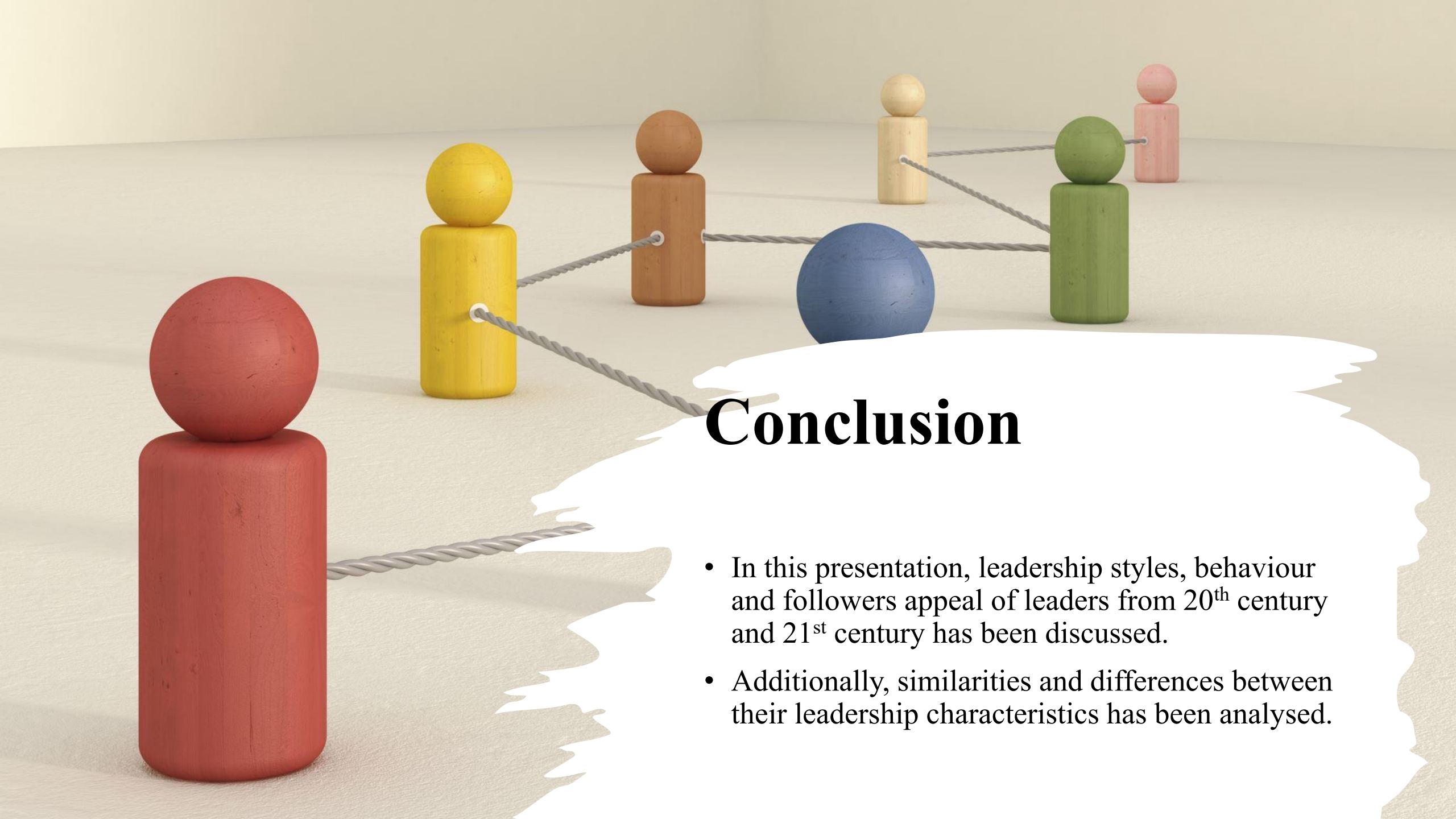
Global, Complex, Independent networks

Accelerating rate of change

Chaos and Uncertainty

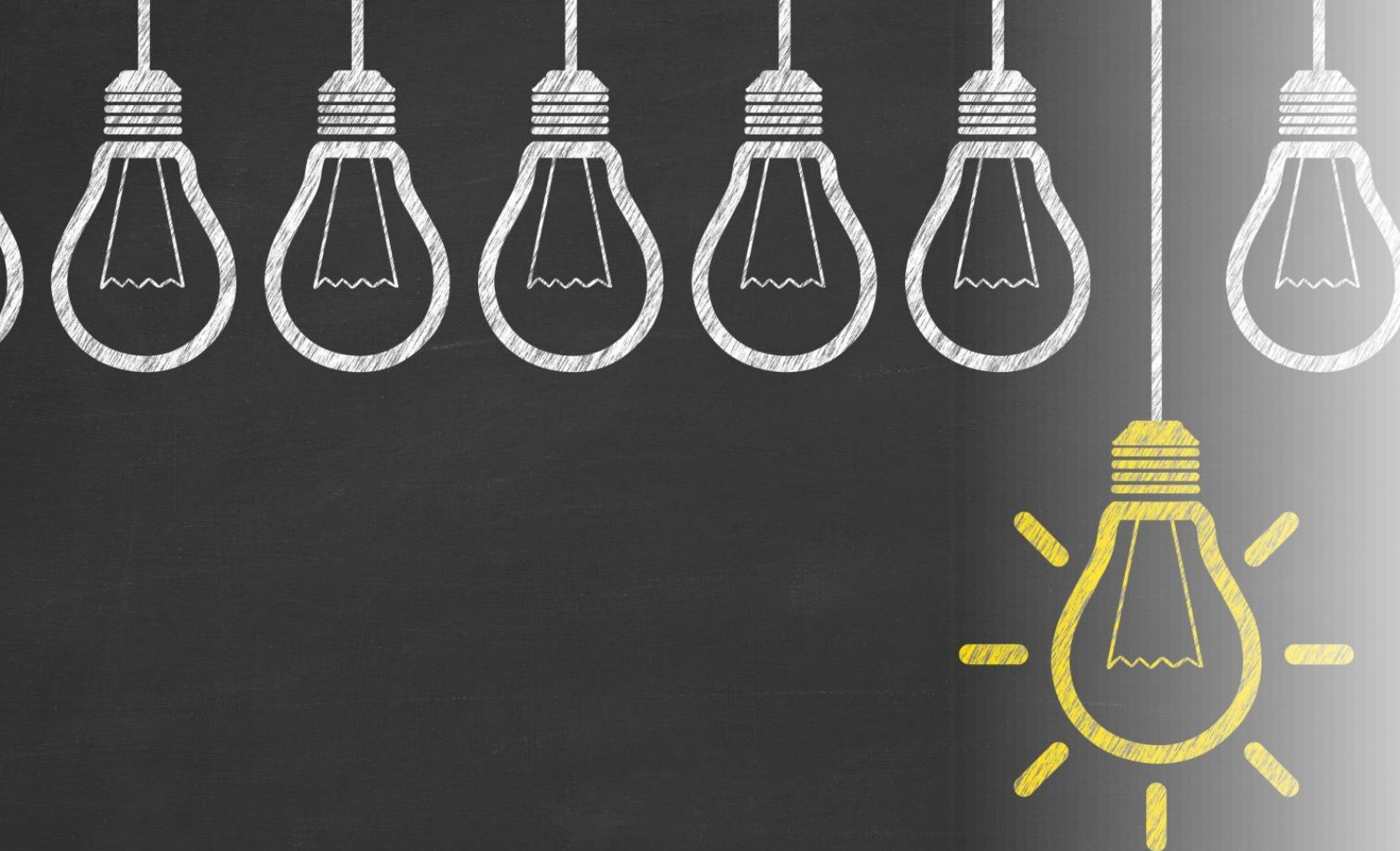
Growth, boundaries and consequences





Conclusion

- In this presentation, leadership styles, behaviour and followers appeal of leaders from 20th century and 21st century has been discussed.
- Additionally, similarities and differences between their leadership characteristics has been analysed.



References

- *Books and journals*
- Benmira, S. and Agboola, M., (2021). Evolution of leadership theory. *BMJ leader*, pp.leader-2020.
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- Niebuhr, and *et.al.*,(2020). What makes business speakers sound charismatic? A contrastive acoustic-melodic analysis of Steve Jobs and Mark Zuckerberg. *Cadernos de Linguística e Teoria da Literatura*, 1(1).



Thank you

Questions and Comments?