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Trinity Saint David

# **BA Business Management**

**Module code: LCBB6003**

**Module Title: Leadership and Management,  
theory and practice**

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**Group Presentation**

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# Introduction

- The study is going to describe Jack Welch, the CEO of GE to understand the vested qualities of this leadership method.
- For the outstanding leadership from 1981 to 2001, Jack Welch, the ex-CEO of General Electric, is well-recognized.
- GE is an international business based in America, which has created the technology that will shape industry over 125 years.
- Their new mission statement includes that they rise to the challenge of building a world that works.
- This presentation is prepared to comprehend and assess Welch's leadership effectiveness

# Jack Welch and GE

- From 1981 until 2001, Jack Welch led GE as its CEO
- Prosperous businessmen of the twentieth century



## Activities:

- Decentralization, breaking down silos, and a performance-driven culture
- Sacked ineffective managers, abolished entire divisions, acquired other businesses, and forced them to use better management techniques

## Results:

- GE became an extremely effective and creative organization
- GE's market valuation jumped by exceeding 4000%



# Leadership perspectives

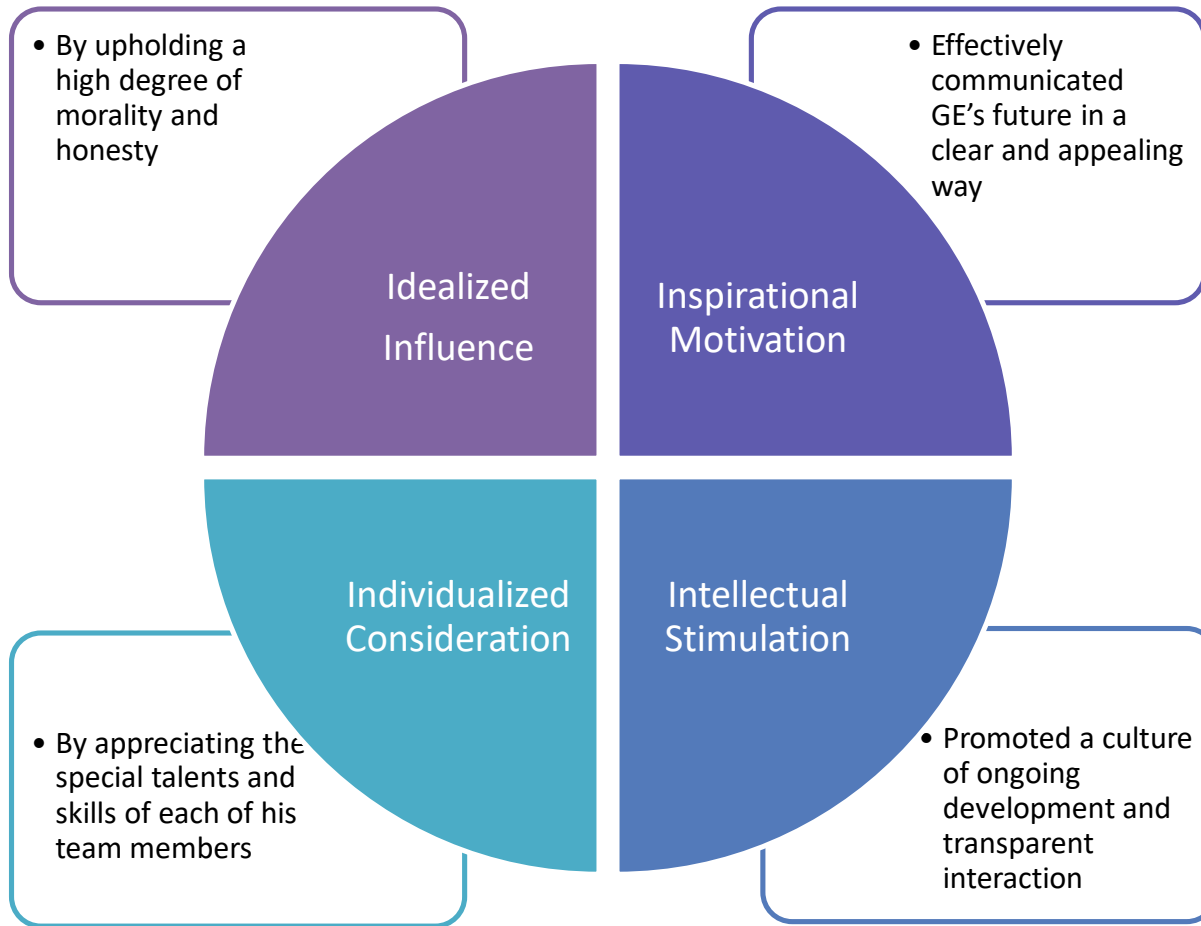
## Transformational leadership

Welch encouraged and motivated his team members to perform at higher levels

## Transactional leadership

his strategy included rewards based on performance as well as the establishment of clear goals and expectations

# Leadership perspectives (Transformational)



# Leadership perspectives (Transactional )

This method encouraged excellent performance and help people responsible for their outcomes

Established a strict “Rank and Yank” performance management system in which workers were ranked and the worst 10% were fired



# Leadership perspectives (Jack Welch)

He merged transactional leadership's focus on goal-setting and performance with transformational leadership's inspiration and vision.

Welch's vision inspired workers at General Electric to push their limits and produce remarkable outcomes, along through his demanding and intriguing leadership style.

# Attributes of Leadership

Effective  
communication

Integrity

Emotional  
intelligence

Vision

Problem solving

Empathy

Passion

Decisiveness

Accountability

# Jack Welch's leadership qualities

## **Visionary leadership**

Converted GE to a digital industrialized business

## **Strategic thinking**

Developed GE's financial services sector into GE Capital

## **Results Orientation**

Embraced Six Sigma to reduce cost and increase effectivity

## **Communication skills**

Organized "work-out" sessions

## **Decisiveness**

Made challenging decisions (shrinking and restructuring several business units)

# Jack Welch's Management qualities



# Benefits of the Leadership style

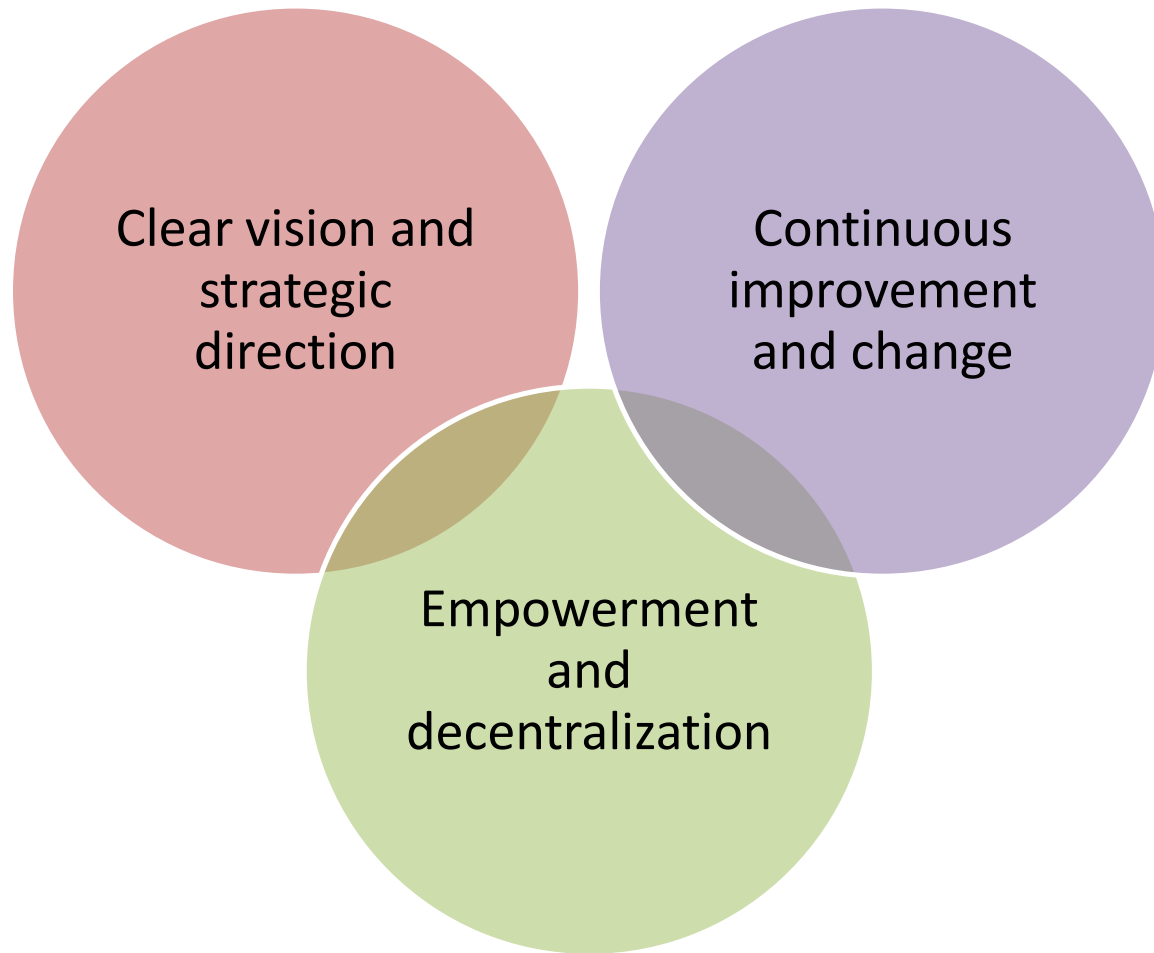
## Transformational leadership

- Increased employee engagement
- Enhanced employee performance
- Positive organization culture

## Transactional leadership

- Goal clarity
- Performance recognition and rewards
- Accountability and results-Orientation

# Principles of Leadership



# Limitations of the Leadership style

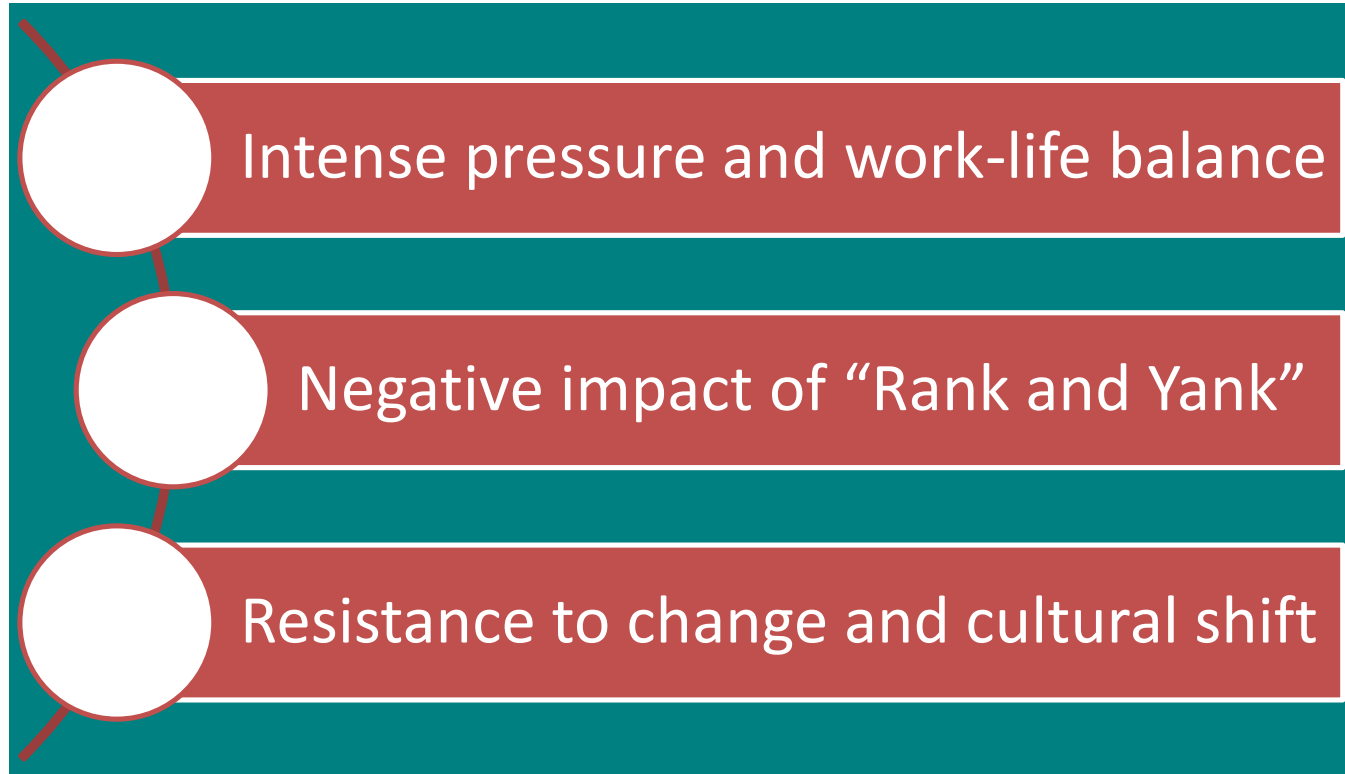
## Transformational leadership

- High pressure and burnout
- Potential demotivation
- Lack of collaboration

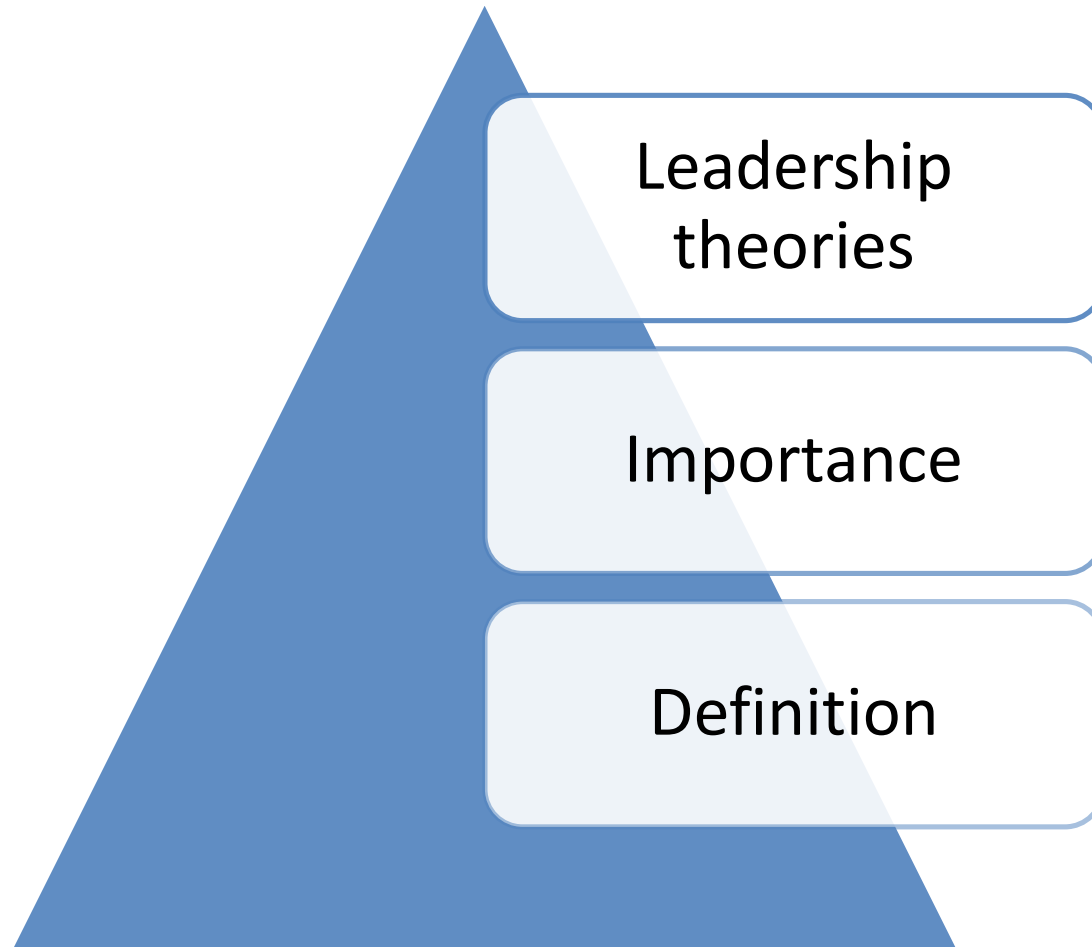
## Transactional leadership

- Limited collaboration and innovation
- Insufficient focus on employee engagement

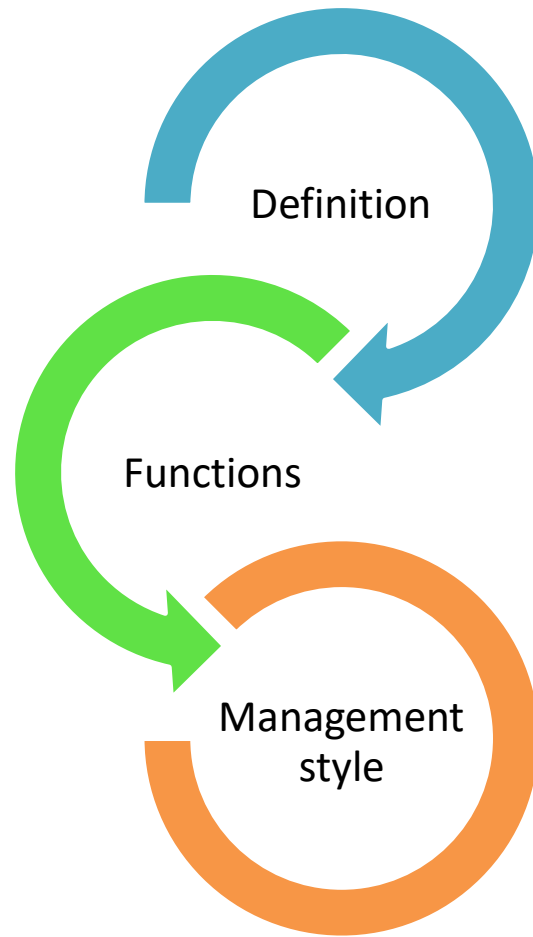
# Challenges of the Leadership style



# Theoretical perspectives (Leadership)



# Theoretical perspectives (Management)



# Theoretical perspectives

Leadership perspective-  
transactional leadership and  
transformational leadership

Management perspective- talent  
development, decentralization,  
strategic planning, and performance  
management

The multifaceted nature and multiple dimensions of efficient leadership in a dynamic organizational setting are highlighted by the leadership and management practices of Jack Welch, which include a variety of theoretical views.

# Conclusion

General Electric had experienced incredible growth and prosperity under Jack Welch's direction. GE became a global powerhouse attributable to his revolutionary leadership styles, concentration on performance management, and strategic vision. Even though his leadership style has drawbacks and difficulties in implementation, Welch's contributions to GE's success remain a remarkable area for understanding leadership and management concepts.

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# Group log

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