



Leadership and management, theory and practice

LCBB6003

Component 2 Practical: Group Report & Presentation

Task 1: Group Task – Presentation

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The background of the slide features a blue-tinted image of a person in a business suit, possibly a leader, with a network of white lines and dots overlaid, suggesting a digital or technological theme.

Introduction

This presentation will discuss the different leadership performances of the 20th-century leaders of Steve Jobs and the 21st-century leaders of Elon Musk. The presentation assesses the different styles of leadership used by these various leaders across their global business leadership capacities, as well as their influence and appeal among their followers for their successful leadership competencies.

Above all, these individuals exhibited dynamic charisma and embodied the qualities of transformational leaders, as noted by (Howell and Wanasika, 2019). They possessed determination, drive, and an unwavering commitment to their respective visions. Despite their differing goals and leadership styles, they all shared the remarkable ability to inspire trust, belief, and unwavering followership. These leaders possessed extraordinary charisma, coupled with a strong directive capability, allowing them to maintain a clear focus on their missions and persuasively convinced others to join their cause.

Who Was Steve Jobs?

Steve Paul Jobs, an American innovator, designer, and entrepreneur, played a pivotal role as the co-founder, CEO, and chairman of Apple Computer. His visionary leadership led to the creation of products like the iPod, iPhone, and iPad, which have had a profound impact on the trajectory of modern technology. Steve Jobs was born in 1955 and passed away in 2011 (Biography, n.d.).



My job is not to be easy on people.
My job is to take these great people
we have and to push them and make
them even better.

— *Steve Jobs* —

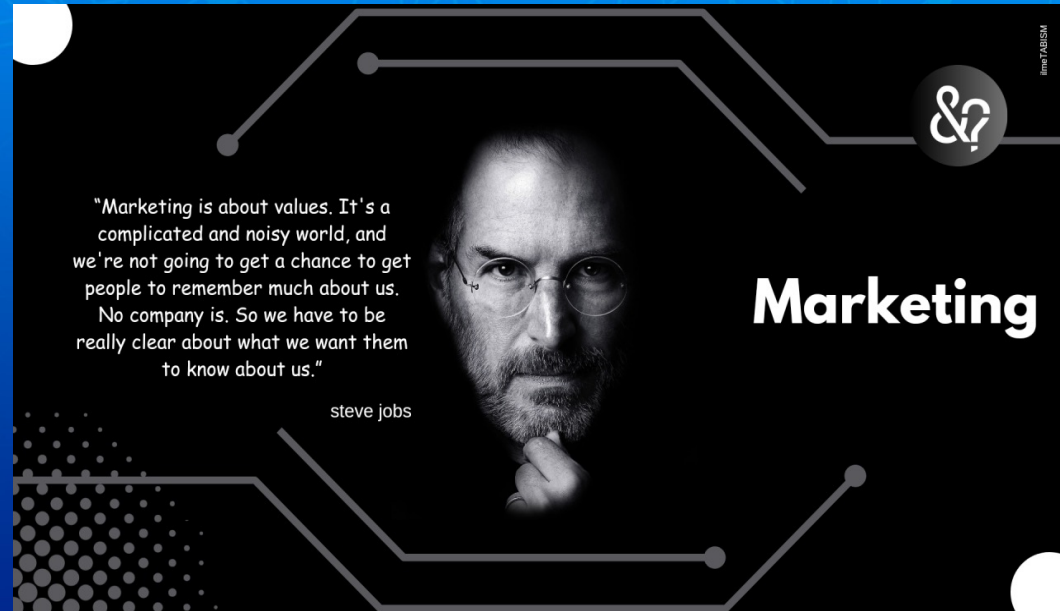
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Traits through the Perspective of Steve Jobs: Leadership Qualities

I greatly admire Steve Jobs for his exceptional intelligence and charismatic personality. He had a remarkable ability to predict what consumers wanted before they even knew it.

Steve Jobs was a successful innovator and leader because of a special combination of qualities. Among these attributes were: (Michail, J. 2021).

- Visionary
- Innovation
- Charm:
- Perfectionism
- Risk-Taking.



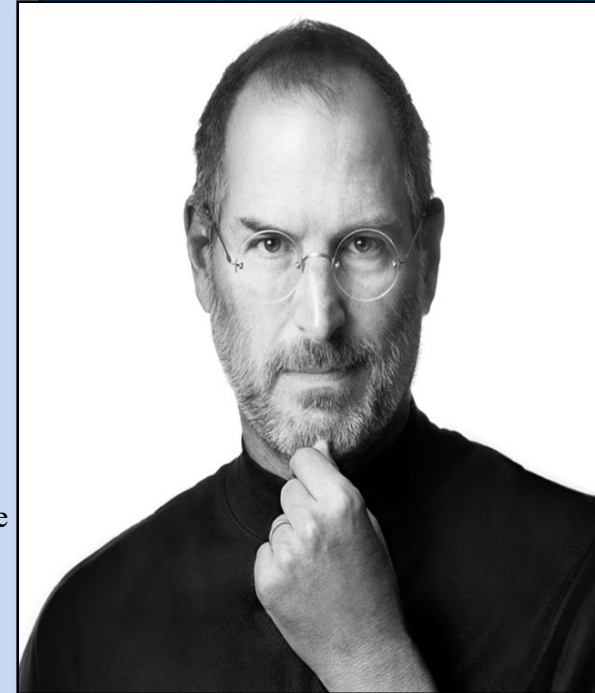
Source: www.linkedin.com/pulse/unleashing-marketing-genius-steve-jobs-trailblazing-strategies

20th-century leadership style of Steve Jobs

Steve Jobs' leadership style can be aptly described by several theories, Drawing from (Howell & Wanasika's work, 2019), we can identify the following elements in Jobs' leadership:

1. **Path-Goal Oriented:** Jobs exhibited a precise and directive leadership style, closely overseeing product design, specifications, and appearances.
2. **Multiple Linkage:** He was actively involved in every stage of product and service development, from initial planning and organization to task delegation, monitoring, problem-solving, and recognizing and rewarding his team's efforts.
3. **Charismatic:** Jobs was an intensely motivated leader with a well-defined vision and a deep passion for his work. He ensured that everyone fully embraced his vision by consistently delivering top-quality products and services. He motivated his colleagues to perform at their best and convinced consumers of the necessity of his offerings.
4. **Toxic Leadership:** Unfortunately, owing to his intense personality and drive, he could also be criticized for occasionally crossing the line into toxic leadership.

In summary, Steve Jobs' leadership style can be characterized by a combination of these elements, making him a unique and impactful leader,.



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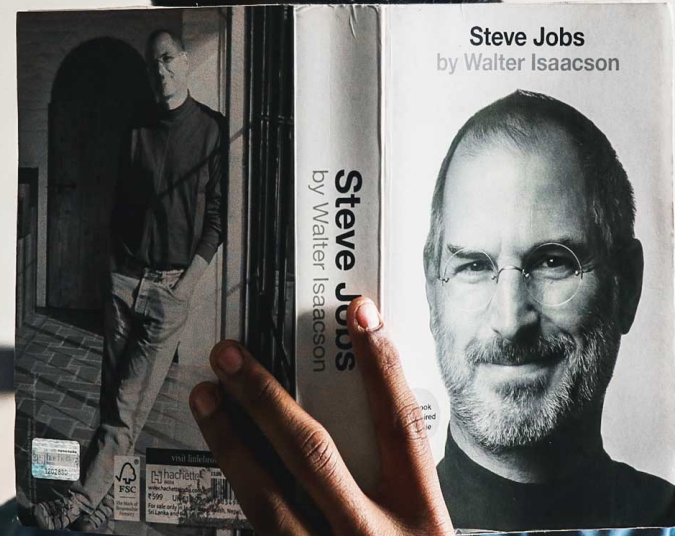
<https://www.theverge.com/2011/10/27/2517152/boook-review-steve-jobs-by-walter-isaacson>)

Traits through the Perspective of Steve Jobs: Leadership Behaviour

- Steve Jobs was undoubtedly determined, self-assured, and possessed remarkable leader (Howell & Wanasika, 2019). He displayed narcissistic tendencies, frequently engaging in excessive self-promotion and showing a lack of consideration for his colleagues.
- He had high expectations for excellence and often conveyed criticism in a direct and sometimes harsh manner (Isaacson, 2012)

The people who are crazy enough to think they can change the world are the ones who do."

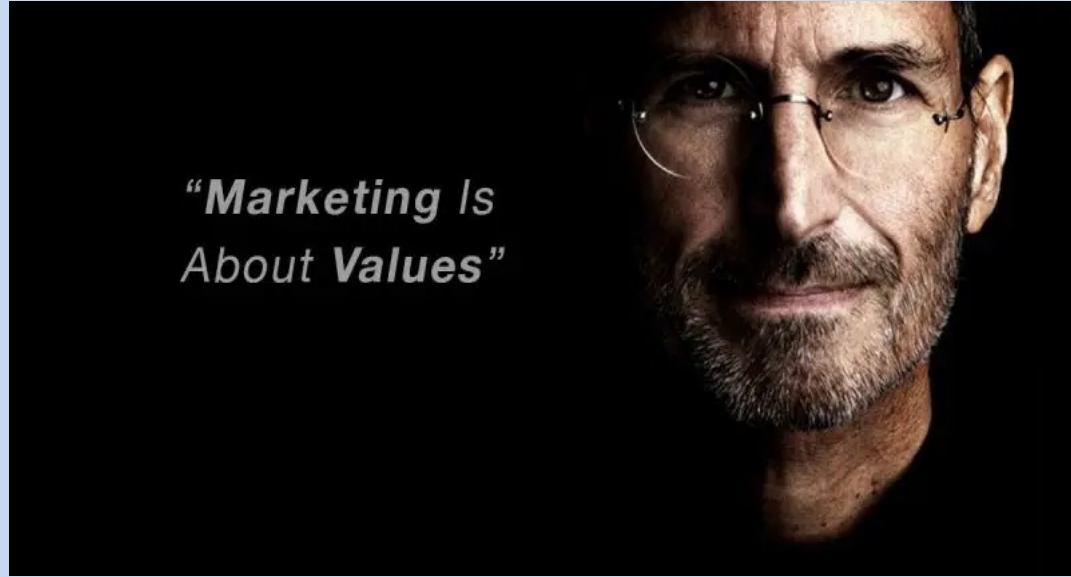
-Steve Jobs



20th-century Followers Appeal to Steve Jobs

Steve Jobs attracted followers for a number of reasons:

- Visionary Leadership:
- Innovation and Excellence:
- Charming Communication:
- Success History:
- Personal Magnetism:
- Belief in the Mission:



(Source: profundcom.net/a-lesson-in-core-marketing-values-from-steve-jobs/facebook)

In conclusion, Steve Jobs's visionary leadership, dedication to invention, captivating communication style, high standards, track record of success, charm, and confidence in a compelling goal all drew in followers.

Similarities in leaderships

Elon Musk and Steve Jobs are two well-known characters in the fields of invention and technology.

Despite having different personalities and approaches to leadership, they have a number of things in common:

- Visionaries:
- Entrepreneurial Spirit:
- Speakers with charisma:
- Long-Term Thinkers:
- Influence on Multiple Industries:

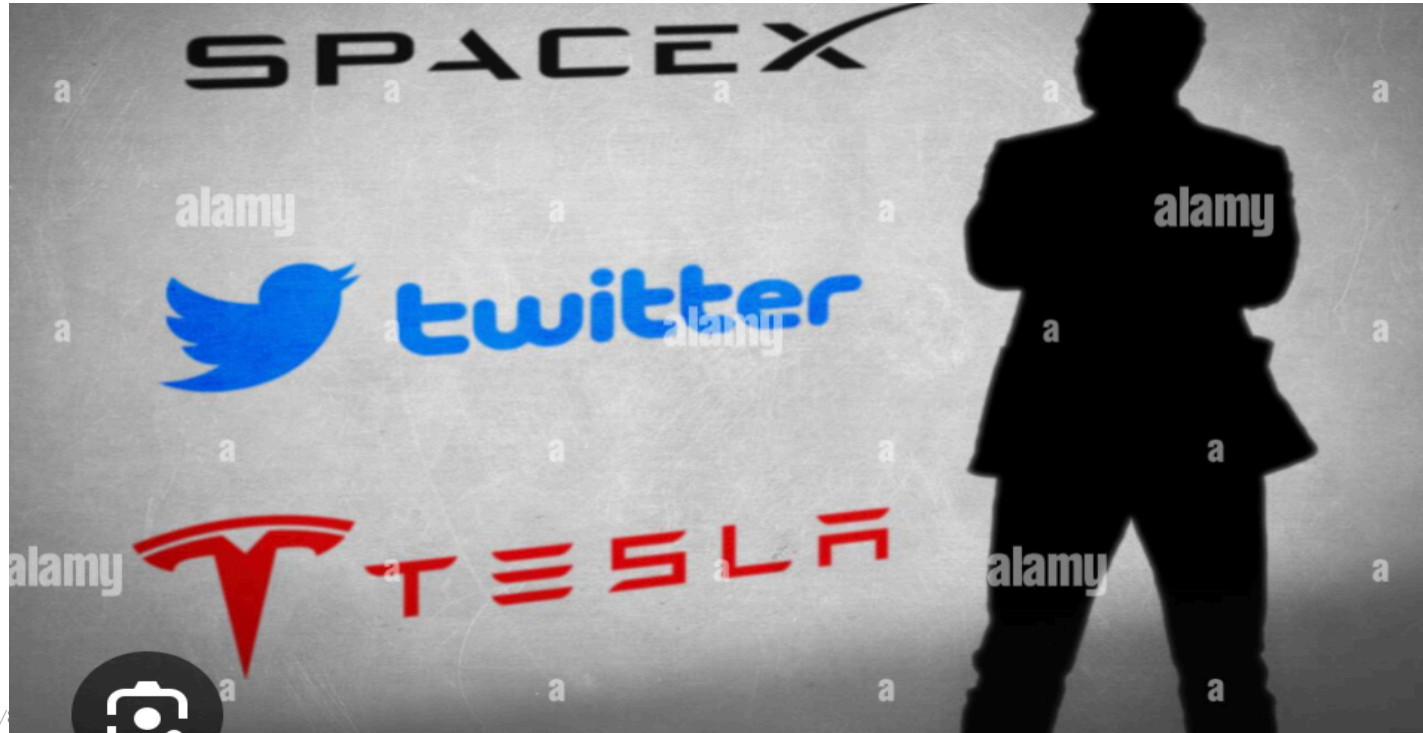


Elon Mask

- Investor
- Inventor
- Billioner
- Selfmademan
- Busnees man



Owner of many companies



Leadership Types Displayed By Elon Musk

Charismatic Leadership

Influences people to change the world
with his determination

Transformational Leadership

Incredible vision, perseverance, and
determination



Leadership style

- Lead by example
- Lead with purpose
- Be creative - conceptual skill
- Be collaborative
- Encourage innovation
- Be decisive
- Be comfortable with change
- Hire carefully
- Set exceptionally high standards
- Put the right people in the right role



Leadership qualities

- Visionary thinking
- Innovative Approach
- Passion for Excellence
- Investments in talent
- Problem solving
- Communication skills adaptability
- Staff empowerment



Elon Mask leadership approaches

Autocratic

Democratic

Laisses faire

- Quick decision
- Open dialogue allowed for different ideas to be shared
- Allows the team member to take responsibility their own decisions



1995



By 1995 Elon Musk founded Zip2.

COMPAQ

Zip2 sold to Compaq, making Musk his first \$22 million.



1999



Later Musk founded X.com, which merged with PayPal.



2001



By 2001, PayPal sold to eBay for \$1.5 billion, making Musk \$180 million.

2006



By 2002, given his obsession with space, Musk founded Space



The background of the slide features a blue-tinted photograph of a man in a business suit, partially visible. Overlaid on this image is a complex network of white lines and dots, resembling a molecular or digital structure, which adds a technological or interconnected theme to the presentation.

Difference in leaderships

- Different approach to Business
- Different Industry Focus
- Different personalities
- Different background
- Different Perspectives of interpersonal relationship
- Different approaches to workers
- Different styles of communication
- Different values of life

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Conclusion

The presentation has detailed the two different leaders between the 20th and 21st centuries to present a comprehensive look at their different ways of leadership styles and behavior.

Steve Jobs was a charismatic leader whose complicated leadership style produced goods and services that revolutionized the industry. He was very good at pushing followers to go beyond what they had ever thought was possible.

Elon Musk and Steve Jobs have both had a profound impact on history through their numerous industry contributions and ground-breaking inventions. Their unwavering pursuit of high objectives and visionary leadership have had a significant impact on the world.

They gained a reputation as a perfectionist and a determined leaders who achieved remarkable success.

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