

University Of Wales Trinity Saint David

BA (Hons) Business Management

Speaker notes of group presentation: Leadership Theories
using by Jeff Bezos

ASSESSMENT 2

Module: Leadership and management, theory and practice

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Student ID: 1815751

Student name: Zoya Danailova

Lecturer: Taye Osadiya

Leadership presentation speaker notes

Slide 1: Trait Theory

Trait theory postulates that leaders can be born or created (Khan et al., 2017, p.249). A leader inherits some leadership qualities which form the behavioural or personality behaviour. A person can also acquire such traits through practice and training.

The trait leadership theory focuses on the personality of a person who is seen as a leader. The model helps in predicting effectiveness of leaders (Khan et al., 2017, p.249). The experts reviewing trait theory examine the physiological aspect of a person (height, weight, and look), demographic information (degree, age, and socioeconomic status), self-confidence, intellectual traits, task-related skills, social traits (Khan et al., 2017, p.249).

The leaders under trait theory have abilities, interest and personality traits that differentiate them from the non-leaders. The model is similar to the Great Man theory where a person inherits some qualities suited for good leadership (Organ, 1996).

A great example of such a leader is Amazon's founder Jeff Bezos, who tends to apply a simplistic set of management principles, while at the same time bringing process changes to his followers, by promoting their creativity and productivity (Gradinaru, et al. 2020).

Slide 2: Behavioural Theory

Behavioural theory is based on the idea that leaders are created rather than born. Beyond intellectual abilities or internal conditions, the concept focuses on the acts of a leader. Benmira and Agboola, 2021).

Behavioural leadership theory includes task-oriented leadership, people oriented leadership, participative leadership, dictatorial leadership, opportunistic leadership, paternalistic leadership, and indifference leadership (Benmira and Agboola, 2021). Bezos is a task-oriented leader who is known for using creativity to plan and deliver results. His ability to innovate and long term goals helping his company in its long-term growth and expansion.

The theory explores the extent to which a leader can define and structure roles and those of the workers to ensure proper achievement of organisational goals. (Benmira and Agboola, 2021).

The leader fosters interpersonal relationships by taking personal interests in the employees' needs and accepting the differences among workers (Kwon and Silva, 2019).

Behavioural theory of leadership values all the different leadership styles that foster collaboration, enhance participation in decision making processes. Like Bezos who guarantees that everyone on his team is dedicated to the organization's vision. Jeff Bezos places a strong emphasis on motivating and inspiring his employees to keep pushing them to grow. (Gradinaru, et al. 2020).

References

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