



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Case study and Jeff Bezos's Leadership

Group Presentation – Speaker Notes

Name Of Student: HALIP DENISA-IOANA

Student ID: 1906818

Assessment Title: ASSESSMENT 2

Module Name: Leadership and management, theory and practice

Module Code: LCBB6003

Module Lecture's Name: TAYE OSADIYA

April 2022

Effectiveness of Jeff Bezos's leadership qualities

The third theory is contingency theory and it is contingent upon the specific situation in which a leader finds him or herself (Heller, 2019). That being said, certain qualities tend to be effective in many situations, and Jeff Bezos seems to possess many of them. This is something that Jeff Bezos has been able to do throughout his career. When he first started as the founder of Amazon, he was very hands-on and involved in all aspects of the business. As the company has grown, he has been able to step back and delegate more responsibility to others. This has been critical to Amazon's continued success

The Fourth and final leadership theory we will discuss is Servant Leadership. This theory posits that the most effective leaders are those who serve their followers, rather than seek power or status (Pawar, 2020). Servant leaders are typically more concerned with the welfare of their followers than with their own goals. Jeff Bezos is certainly a servant leader, as he has said that his goal is to "create something lasting and worthwhile" for Amazon, rather than simply to make money for himself. He has also been known to be very generous with his employees, providing them with stock options and other benefits. This shows that he cares about their well-being and is willing to invest in them, which is a key characteristic of a servant leader.

We also believe that Jeff Bezos' leadership qualities are not without flaws. For example, he can be ruthless in his pursuit of success and he has been known to be a demanding boss. Additionally, his focus on short-term results can sometimes lead to long-term problems. While Bezos' leadership style has been effective in many ways, it is not without its critics. Some have accused him of being autocratic and dictatorial. Others have criticized him for being too focused on profits and not enough on the needs of his employees.

From our understanding and interpretation of the leadership theories and perspectives, we believe that Jeff Bezos is an effective leader. His transformational, situational, and servant leadership qualities have allowed him to take Amazon from a small online bookseller to a global e-commerce powerhouse (Dalal, 2019).

Jeff Bezos is a determined leader who is always looking for ways to succeed. He is never satisfied with the status quo and is always looking for ways to improve Amazon. Jeff Bezos is a persistent leader who never gives up. He is always looking for ways to overcome obstacles and improve Amazon.

Reference

Dalal, M., 2019. *Big Billion Startup: The Untold Flipkart Story*. Pan Macmillan.

Heller, F.A., 2019. Leadership, Decision Making, and Contingency Theory. In *Managing Democratic Organizations* (pp. 211-227). Routledge.

Pawar, A., Sudan, K., Satini, S. and Sunarsi, D., 2020. Organizational Servant Leadership. *International Journal of Educational Administration, Management, and Leadership*, pp.63-76.