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1. THEORIES

A transformational leadership style is an approach that allows individuals to adopt a positive change to develop the culture of the workplace (Northouse, 2021). This leadership style encourages the employees of the organisation by fulfilling higher-order needs like self-esteem and self-actualisation. It defines a clear vision for the end goal of the company by maintaining workplace integrity and motivating the staff for ensuring business development. Welch achieved employee motivation by flattening the hierarchy. As it promotes people to make their decisions, misusing this power can hamper the operations and development of the business.

Jack Welch, CEO of GE is regarded as one of the best business leaders as the capitalisation of General Electric grew up by more than 4000% during his serving period (according to the case study). Promoting the best talent, Welch implemented performance management systems as he believed that the right people can drive the organisation in the right direction, which promotes his transactional leadership style (Slater and Prichard, 1998). Flattening the hierarchy for better employee performance and breaking down silos to encourage people in the organisation helps Mr Welch to promote motivation through his transformational leadership style.

2. RECOMMENDATION

One of the most effective recommendations associated with improving leadership quality and effectiveness includes the establishment of an effective communication system. Implementation of the open communication system can help in increasing employee happiness and engagement within the workplace. It will also enhance inter-departmental transparency for employees (Pongton and Suntrayuth, 2019). Another relevant strategy that can allow the organisational CEO to integrate their leadership and management effectiveness is the inclusion of a feedback system as it will consent to develop an understanding of employees' issues. It will not only help in the advancement of the overall organisational culture but it can also influence the perceived behaviour of employees with the provision of sheer focus on the individual's problems. Inspiring personal and professional growth throughout the working ecosystem can also be involved in the most effective recommendation for improving the leadership effectiveness of the organisation. Employee training will elevate the value proposition for the organisational employee with the attainment of valuable skills and knowledge throughout their career graph (Khaliq *et al.*, 2020). Implementation of an appropriate leadership style within the organisational culture can also be included in the appropriate recommendation that can help in integrating management effectiveness. Leadership style can assist in boosting employee morale and empower employees to elevate their performance and productivity, which can be highly valuable for the organisation (Sari *et al.*, 2021).

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