



ASSESSMENT 1

LEVEL 6 ASSESSMENT SPECIFICATION

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Programme:	Business Administration In International Business		
Module:	Leading and Developing People		
Module code:	IUBA6003	Contribution to Overall Module Assessment (%):	50%
Lecturer:	Emma Roberts	Internal Verifier:	
Assignment Title:	The Complexity of Modern Leadership	Word count (or equivalent):	2,500 words
Submission deadline:	19 th August, 2024 @23:55	Return date of provisional marks & written feedback:	

Introduction

Leadership can be defined as the interpersonal interaction in which the leader inspires followers to achieve objectives and actual changes that are consistent with their goals. Leaders deal with issues about organization development, employee motivation as well as human communication, and leaders tend to concentrate on providing direction for the individuals who work for them. Their activities build a sense of belonging and lead the route (Campos & Aubert, 2020). In this research, there will be two well-known leaders to be identified and related to the theories.

A variety of viewpoints that provide light on several aspects of leadership are included in leadership theory. These theories offer frameworks for examining the actions, choices, and interactions of leaders with their teams. It may better understand what makes for good leadership and the ways that different methods and styles might affect people and organizations by examining these theories (Sharma & Dhiman, 2023). There are a few leadership theories that can be applied within the company, such as trait theory, behavioral theory, contingency theory, transformational theory, transactional theory, and more.

Bill Gates, Microsoft Leadership Theory

Firstly, Bill Gates who is known as the most well-known profile as an American entrepreneur, software engineer, and philanthropist is that he co-founded Microsoft Corporation. He was born on October 28, 1955. Bill Gates was also known as a key figure in the personal computer revolution and helped Microsoft rise to prominence in the software sector. His ideas about innovative software and accessible computing were crucial in forming the current tech environment (Gates, n.d.). The company, Microsoft was established back in 1975 and due to the outstanding growth of this large firm, Microsoft's market valuation reached up to \$300 billion since 1998. Other than that, Bill Gates received more than \$50 billion in his net worth as well as the employees who work in the company can also be a millionaire due to their generous stock options and Bill Gates' generosity in guiding or helping retain the best employees. There are a few themes that characterize the success of Bill Gates and Microsoft. The first theme involves strategic decisions in business and software technicality, indeed, Microsoft never struggled with technical issues as Bill Gates

grew up with computers and he is known to have the technical skills. The second theme that leads to the success of Microsoft and Bill Gates will be in terms of creativity and intellectuality. Smart people are required to ensure the company evolves rapidly. The definition of 'smart people' according to Bill Gates is the ability to learn and solve issues quickly. The last theme is based on flexibility and balance in structure. In order to effectively manage and concentrate the efforts of these innovative individuals, a software firm must also have an adequate number of structures and procedures in place. This calls for a careful managerial balancing act, which Microsoft and Bill Gates have both excelled at (Michael a. Cusumano, 1998).

Based on Bill Gates's way of leading, he has a lot of leadership styles depending on the environment and more. The first theory that can relate to Bill Gates's leadership is behavioral theory. Firstly, the behavioral theory is leadership that involves behaviors shown by the leaders. According to (Deshwal & Ali, 2020), it starts with the presumption that a leader who demonstrates the behaviors most conducive to group productivity and group psychosocial growth is an effective leader in any achievement situation. This theory consists of a few leadership styles and one of the methods that applied that led to the success of Microsoft is the autocratic leadership style. Bill Gates is known to be a type of leader who has full control or authority to make decisions with limited input from team members. Although he is the task's primary delegate, he also acknowledges the importance of fully utilizing his teammates' skills. Therefore, the business witnessed tremendous success with this blend of styles (Gultom, 2022). An example of the case is between Bill Gates and Steve Ballmer. As an act of trust and admiration for his close business partner and later Microsoft CEO which is Steve Ballmer, Bill Gates approved his expenses. Due to their cooperative relationship, Bill Gates placed full trust in Steve Ballmer to oversee daily operations which was essential for the company's growth. This gesture shows how much Bill Gates trusted Steve Ballmer's judgment and how important his role played in the company's expansion (Heller, 2006).

Servant leadership is also one of the leadership styles that Bill Gates applied. It is known that a particular type of leader is more concerned with the advancement and growth of those they lead. In other words, servant leadership is known to give more attention to the needs of their employees to help them grow or develop by sharing the knowledge or power to them. Those who embrace

servant leadership report higher levels of satisfaction, trust, recognition, and creativity at work as well as it will lead to the achievement of the company's goals without using positional and other power (Kumar, 2018). In relation to Bill Gates, he has expanded his lead role at Microsoft by focusing more on philanthropy and humanitarianism. An example of Bill Gates using or applying this leadership theory is fostering an environment of cooperation and open discussion within Microsoft. He actively sought feedback from his colleagues, encouraging their ideas, and closely collaborating with them to address issues. In other words, he fostered a supportive and productive work atmosphere. Moreover, Bill Gates has also embraced servant leadership ideas through the Bill & Melinda Gates Foundation after he stepped down from Microsoft. The non-profit foundation's main goals are to mitigate global health crises, eliminate poverty, and increase access to education (Zentner, 2016).

Steve Jobs, Apple Inc. Leadership Theory

Secondly, there is a company called Apple which is known as the most popular tech company in the world. It was founded by Steve Jobs who was born on February 24, 1955. As technology has advanced, it is believed that Apple's innovated into several devices which are the iPod, iPhone, iPad, and others. The brand is moving to the advancement of contemporary technology. Before Apple invested or innovated to more devices, Steve Jobs came out with computers by working together with Stephen Wozniak and they revolutionized the computer industry by democratizing the technology and allowing every user to have the accessibility to use it, cheaper prices, and more. The first model achieved by Apple was \$774,000 and it has evolved to the second model where the sales increased by 700 percent to hundred million dollars. With a market value of \$1 billion on the first day of trading with Apple Computer, it became a publicly traded business. The value has now increased to \$350 billion (Natarajan, 2017).

Steve Jobs's leadership theory is more on transformational ways. The transformational theory is known as a type of leadership where the leader has an idealized effect on the followers; by inspiring them, giving them some challenging work, boosting their creativity, and giving each follower particular attention (Deshwal & Ali, 2020). After an extended medical condition, Steve Jobs passed away in 2011, and a lot was written about his life, especially his leadership at Apple and in

the personal electronics sectors. As previously mentioned, Steve Jobs is a person who is frequently referenced as an example of a transformational leader. Nevertheless, certain stories describe him as unstable and secretive. It's critical to evaluate the potential influence Jobs' leadership will have on the way we think of a transformational leader if he is to be regarded as the ideal of a transformational leader (Steinwart & Ziegler, 2014). Steve Jobs was also known to have a special talent for encouraging and motivating his group. His vision was passionately and urgently stated, inspiring all of his employees to go above and beyond what was considered possible in terms of innovation. His enthusiasm and charisma were key in connecting his employees under a common objective. One of the examples was during the launch of the iPhone. He was revolutionizing the mobile phone sector as a whole. His innovative idea to develop a product that merged a phone, an iPod, and an internet connection into a single, user-friendly offering motivated the employees at Apple. Therefore, the constant commitment to achieving perfection and focus on the flawless integration of hardware and software led to the creation of a device that fundamentally changed the way people use technology up until these days. Steve Jobs has also applied the Hershey Blanchard theory. Based on (Swift, 2023), it is known as a model whereby leaders must change their behavior based on the circumstances. This is evident in the way Jobs leads; when he has confidence in his team's skills, he chooses to take a more delegating approach. In his interview, he said, "you have to give highly skilled employees a share of the company and let them depart it" (Fortune interview, 2008).

Jack Ma, Alibaba Leadership Theory

Jack Ma who is name as Ma Yun is the Founder and Chairman of the E-commerce large company, Alibaba. He was born on September 10, 1964. He founded Alibaba back in 1999 and ever since then, the E-commerce company grew rapidly as well as it was well-known in China and move up to international level which allow everyone all over the world to access the Alibaba website platform. They are known to be the competitor of E-commerce such as Amazon and eBay. He is known as the richest man in China. Additionally, he is also known to be called as "Crazy Jack" for coming out with authentic crazy idea for having a dream to set up internet business that will go international and people would take it as joke and laugh at him (Putri, 2022). Jack Ma is also known to have a bad past life as he struggled when he was little and with the many failures, Jack

Ma raised himself up by taking the risk and try something new and did not afraid of failure as he has experience often in order to become a successful person. In addition, computers and the internet were not available to everyone in China at the time. Jack Ma brought his understanding of the Internet back to China after his trip to the United States, and he used this expertise to develop a platform that featured information about the nation known as the Bamboo Curtain. In this sense, Jack Ma emerged as a Chinese innovator who could access the internet globally. Henceforth, he is known as a charismatic leader who transform the nature of work by making it appear more heroic, morally correct and meaningful. Charismatic leader is also part of the transactional leadership theory. It is referred to as management leadership, transactional leadership which emphasizes the importance of organization, group performance, and supervision. However, in terms of innovation, research, development, and strategy changes, the corporation has little to nothing to show. This may be influenced by the nature of the business, which takes advantage of the constant and rising need for connections between consumers and sellers. Alibaba is acting in a transactional manner by only serving as a middleman between buyers and sellers (Kabeyi, 2018).

Conclusion

In conclusion, effective leadership is essential for any company. A competent leader must be able to adapt to the needs of the company and support its success. Transformational, autocratic, and servant, transactional leaderships are four of the numerous leadership philosophies that can assist a person in leading an organization. With these styles, leaders with the ability to influence their employees as well as motivate the employees by inspiring them. Henceforth, there is no one-size-fits-all method to leadership; instead, many circumstances necessitate various approaches. Comprehending the merits, attributes, and possible limitations of diverse leadership styles enables a leader to modify their methodology and optimize their influence on their groups and establishment.

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