

Leadership and management, theory and practice LCBB6003

Component 2 Group Presentation

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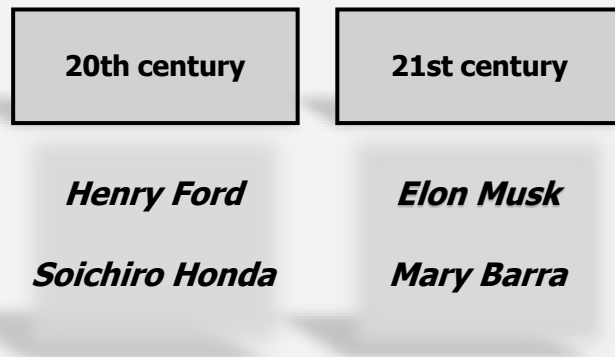
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TABLE OF CONTENTS

COVER PAGE	1
TABLE OF CONTENT	2
INTRODUCTION (<i>Mostapha Boulkheir</i>)	3
HENRY FORD (<i>Mostapha Boulkheir</i>)	4
HENRY FORD'S LEADERSHIP	5
SOICHIRO HONDA (<i>Elena Kostadinova Nedelcheva</i>)	8
SOICHIRO HONDA'S LEADERSHIP	9
ELON MUSK (<i>Penko Panayotov Nedelchev</i>)	12
ELON MUSK'S LEADERSHIP	11
MARY BARRA (<i>Nikolinka Milkova Nedelcheva</i>)	15
MARY BARRA'S LEADERSHIP	16
SIMILARITIES AND DIFFERENCES BETWEEN 20TH AND 21ST CENTURY LEADERS (<i>Borislava Borisova</i>)	19
SIMILARITIES	20
DIFFERENCES	21
RECOMMENDATIONS (<i>Borislava Borisova</i>)	22
CONCLUSION (<i>Elena Kostadinova Nedelcheva</i>).....	23
REFERENCES	25

INTRODUCTION



- leadership plays a crucial role in driving business growth and achieving long-term success.
- Impact of leadership in the automotive industry.
- Analysing the leadership styles, behaviours and follower attractiveness of two 20th century and two 21st century business leaders.
- Comparison of leadership among leaders who have made history in the automotive industry.

HENRY FORD

20th Century Business Leader

- Henry Ford (1863 - 1947) was an American businessman and inventor.
- Founder of the Ford Motor Company.
- Known as the main developer of the assembly line system of mass production.
- Introduction of the Model T automobile revolutionised American transport and industry.
- Ford was known to the world and was also the richest man in his time.

Source: Wren & Greenwood(1999)



HENRY FORD'S LEADERSHIP

Henry Ford: Autocratic leadership style

Autocratic (authoritarian) leadership is a leadership style in which leaders have complete control and authority over the entire organisation (Gardner & Yukl, 2020).

- Characteristics of Henry Ford's autocratic leadership style (Grint, 2001):
 - Centralised decision-making.
 - Limited collaboration.
- Impact on organisational structure: Ford possessed top-down control (Grint, 2001).



HENRY FORD'S LEADERSHIP

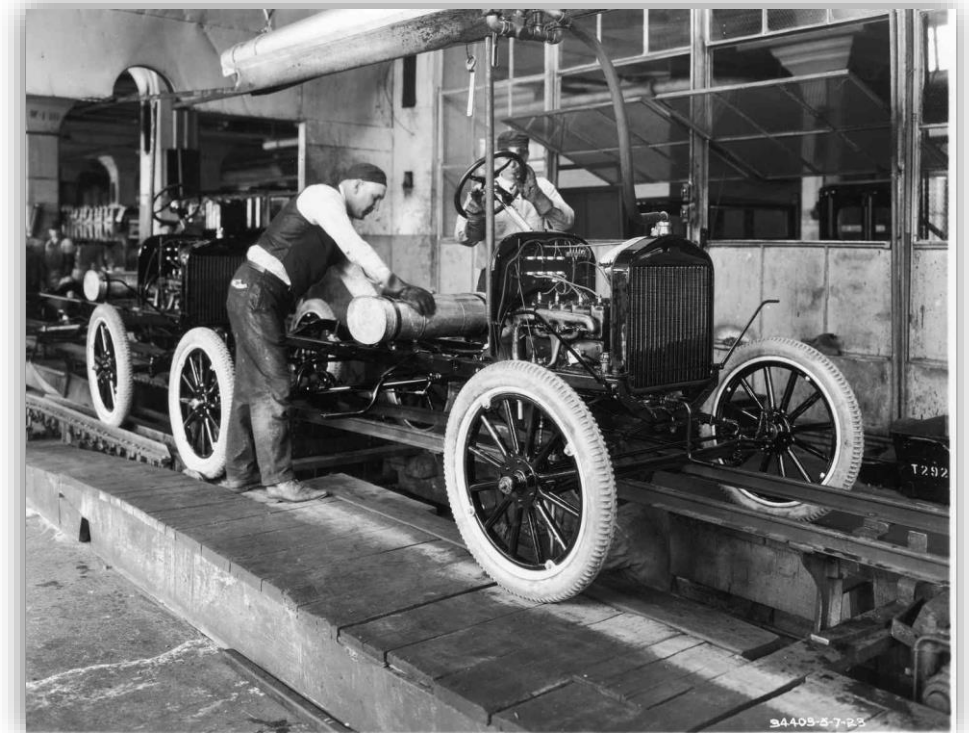
Henry Ford: Task-oriented leadership behaviour

Task-oriented leadership is where the leader focuses primarily on achieving specific goals and objectives (Gardner & Yukl, 2020).

Henry Ford having a clear vision, staying focused on goals and having the resilience to overcome obstacles along the way (Grint, 2001).

Ford's behaviour:

- Practical management approach: Involved in various aspects of business operations.
- Implementation of assembly line techniques: Revolutionising the production process
- Micro-management trends: Supervise and direct all processes



HENRY FORD'S LEADERSHIP

Followers Appeal of Henry Ford

Follower attraction refers to the attractiveness or magnetism a leader possesses that inspires loyalty, admiration and support from his followers (Gardner & Yukl, 2020).

According to Gelderman (2022), the attraction of followers for Henry Ford saw the following factors as key:

- Charismatic person: Determination and confidence to achieve goals.
- Thinking of people: Cars accessible to the whole population.
- Influence on industry: The impact on industry, introduction of standardisation and mass production.
- Importance of workforce: Ford introduced a minimum daily wage, and a concept of inclusiveness and diversity at work.



SOICHIRO HONDA

20th Century Business Leader

Soichiro Honda:

- Co-founder of Honda Motor Co., renowned for his innovative leadership in the automotive industry (Honda, 2020).
- Pioneered revolutionary products like the Honda Civic, Accord, and CR-V (Maisyura, et al., 2022).
- Honda's focus on engineering excellence and customer satisfaction revolutionized the automobile market and influenced contemporary mobility culture (Singh, et al., 2023).



SOICHIRO HONDA'S LEADERSHIP

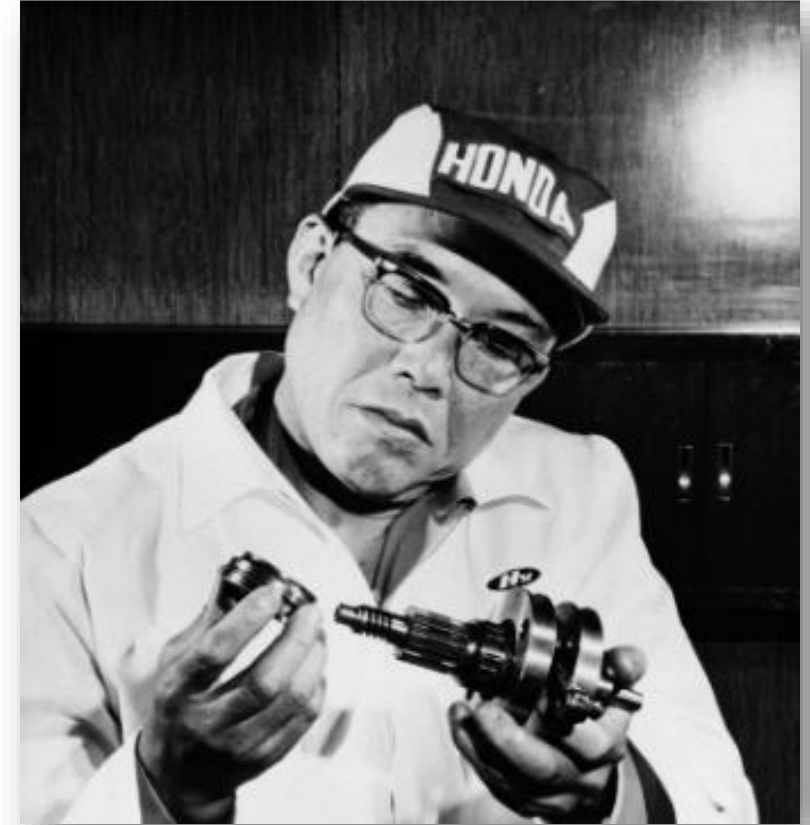
- ▶ **Soichiro Honda** (1906-1991)
- ▶ **Leadership Style: Transformational Leadership**
 - Visionary: Honda had a forward-thinking approach, foreseeing the potential for expansion beyond motorcycles into automobiles.
 - Innovative: Known for his unconventional ideas and willingness to take risks in pursuit of innovation (Mesleca, et al., 2020).
 - Inspiration – “inspiring those around him to transcend their limitations and contribute to something greater.” (Hunt, 2024)
 - Honda's leadership style combined the innovative, adaptive, and hands-on character.



SOICHIRO HONDA'S LEADERSHIP

► Leadership Behavior:

- Hands-on: Honda was deeply involved in all aspects of his company's operations, from design to production.
- Resilient: Despite facing numerous setbacks, including factory fires and economic downturns, Honda remained determined and resilient (Mesleca, et al., 2020).



SOICHIRO HONDA'S LEADERSHIP

► Followers Appeal:

- Inspirational: Honda's entrepreneurial spirit and dedication to quality inspired employees to strive for excellence.
- Loyalty: He fostered a culture of loyalty and commitment among employees, leading to long-term success for the Honda Motor Company.



ELON MUSK

21th Century Business Leader

Leadership Style: Transformational Leadership

- **Focus on Innovation and Disruption:** Elon Musk embodies transformational leadership with a strong emphasis on innovation and disruption.
- **Visionary Approach:** Musk's leadership style is characterized by his ability to envision and pursue ambitious goals, pushing the boundaries of what's possible in technology and space exploration (Khan, 2021).
- **Inspiring Change:** Through his leadership, Musk has pioneered disruptive technologies such as electric vehicles with Tesla and space exploration with SpaceX, reshaping industries, and challenging conventional norms (Biography, 2024).



ELON MUSK'S LEADERSHIP

Leadership Behaviour

- Leadership behaviour encompasses the actions, traits, and styles demonstrated by individuals in positions of authority or influence within organizations.
- Musk's leadership style is often described as visionary, bold, and unconventional.
- He possesses several traits commonly associated with effective leaders, including passion, determination, and resilience.
- One key aspect of Musk's leadership behaviour is his visionary outlook and ability to articulate a compelling vision for the future



ELON MUSK'S LEADERSHIP

Pioneering Innovation

- **Tesla, Inc.:** Revolutionized automotive industry with electric vehicles.
- **SpaceX:** Propelled advancements in space exploration, pushing human capability and innovation.
- **Ambitious Goals:** Musk tackles challenges, inspiring employees and stakeholders (Khan, 2021)

Followers Appeal

- **Inspiration:** Employees are inspired by Musk's ambitious goals and his willingness to tackle complex challenges, as evidenced by research (Alblooshi, et al., 2021).
- **Dedicated Supporters:** Musk's vision and innovation attract global investors (Muwara & Uddin, 2020).



MARY BARRA

21th Century Business Leader

- When Mary Barra took over as CEO of General Motors (GM), one of the largest manufacturers globally, in 2014, she made history as the first woman to hold this position in the traditionally male-dominated auto sector.
- Barra has been a trailblazer in the automotive industry for a long time, having started her career at General Motors.
- Her father was employed at General Motors for about 40 years, thus she was raised in the business and has contributed much during her forty years there (StudySmarter, 2024).



MARY BARRA'S LEADERSHIP

Leadership Style: Transformation

- Collaboration: Promotes candid dialogue and a range of viewpoints
- Transparent: Appreciates open, sincere communication with stakeholders and staff.
- Data-Driven: Bases choices on analysis and factual information
- Accountable: Takes ownership of her actions and those of others (StudySmarter UK, 2024).



MARY BARRA'S LEADERSHIP

Leadership Behaviour – Relationship Oriented

- Customer-centric: Concentrates on fulfilling the requirements of clients
- Decisive: Acts and, when needed, makes difficult choices
- Change-Oriented: Welcomes innovation and change
- Integrity-Driven: Guides with morality and honesty (Jiang, 2022)



MARY BARRA'S LEADERSHIP

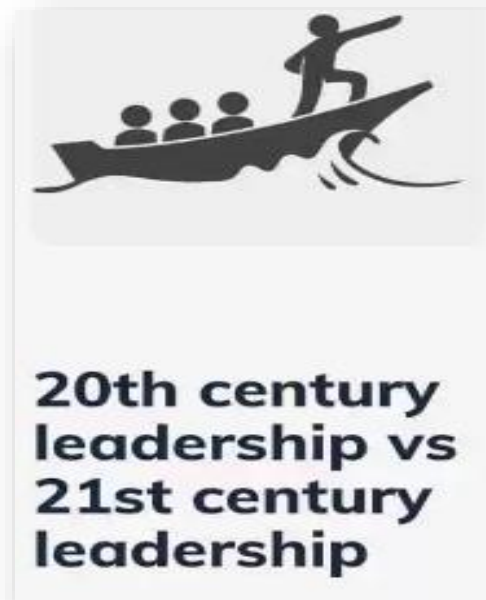
Follower Appeal

- The first female head of a major carmaker serves as an inspiration to others.
- Strategic Vision: Clearly states GM's future direction.
- An empowering leader fosters a work atmosphere where staff members feel respected and trusted.
- Genuine Communication: Establishes a personal connection with followers (Hurley, 2023)



SIMILARITIES AND DIFFERENCES BETWEEN 20TH AND 21ST CENTURY LEADERS

- 20th and 21st-century leaders exhibit both similarities and differences in their approaches to governance and leadership.
- Similarities include the need for strong communication skills, strategic thinking, and the ability to inspire and mobilize followers toward a common goal.
- Both centuries have seen leaders facing complex geopolitical challenges, economic shifts, and social changes, requiring adaptability and resilience.



SIMILARITIES

- **Visionary Leadership:** All four leaders, Henry Ford, Soichiro Honda, Elon Musk, and Mary Barra, demonstrated visionary leadership by having a clear vision for their respective companies and industries.
- **Innovation:** They were all innovators in their own right, introducing groundbreaking technologies or processes that revolutionized their industries (Northouse, 2021).
- **Resilience:** Despite facing numerous challenges, each leader displayed resilience, persistently pursuing their goals and overcoming obstacles.
- **Customer-Centric Approach:** These leaders prioritized customer satisfaction and delivering products that met evolving consumer needs (Bush, 2020).

DIFFERENCES

- **Leadership Styles:** While Ford exemplified an autocratic leadership style, Honda displayed a more hands-on approach, and Musk and Barra embraced transformational and collaborative styles.
- **Industry Focus:** Ford and Honda primarily focused on the automotive industry, while Musk diversified into electric vehicles and space exploration, and Barra's leadership extended beyond automobiles to social responsibility (Northouse, 2021).
- **Historical Context:** The challenges and opportunities faced by these leaders differed due to the era in which they operated, impacting their leadership strategies and decisions.
- **Gender Perspective:** Mary Barra's leadership as the first woman to head a major automaker brought a unique perspective and inspired women in leadership roles (Bush, 2020).

RECOMMENDATIONS

- **Embrace Innovation:** Encourage a culture of experimentation and creativity to drive growth and competitive advantage.
- **Adaptability and Resilience:** Leaders should develop resilience and determination to overcome challenges and pursue ambitious goals, even in the face of adversity (Farah et al., 2020).
- **Agile Leadership:** Leaders should adopt an agile leadership approach, combining elements of various styles (e.g., transformational, collaborative, data-driven) to adapt to rapidly changing business landscapes.

CONCLUSION

- In the automobile industry, all these leaders make lasting effect as they acquire the capability to adapt according to the evolving situation. They are coupled with their worldwide influences. It is mainly showing the importance of visionary leadership that can be helpful for shaping the business world.
- Ultimately, Henry Ford, Soichiro Honda, Elon Musk, and Mary Barra leadership styles and behaviours provide lessons in good leadership in the automobile industry. They were trendsetters, showcasing the power of vision, innovation, and resilience. This presentation will aid in gaining. More knowledge about leadership styles in business for continuous learning and betterment.

THANK YOU FOR LISTENING



ANY QUESTIONS?

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