

LEADERSHIP AND MANAGEMENT THEORY AND PRACTICE

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Introduction-

- ▶ In the given report explanation about the various types of the leadership qualities will be discussed. The report will start with the short description about the amazon company.
- ▶ The amazon's founder Jeff Bezos history and short description will be given in the given report.



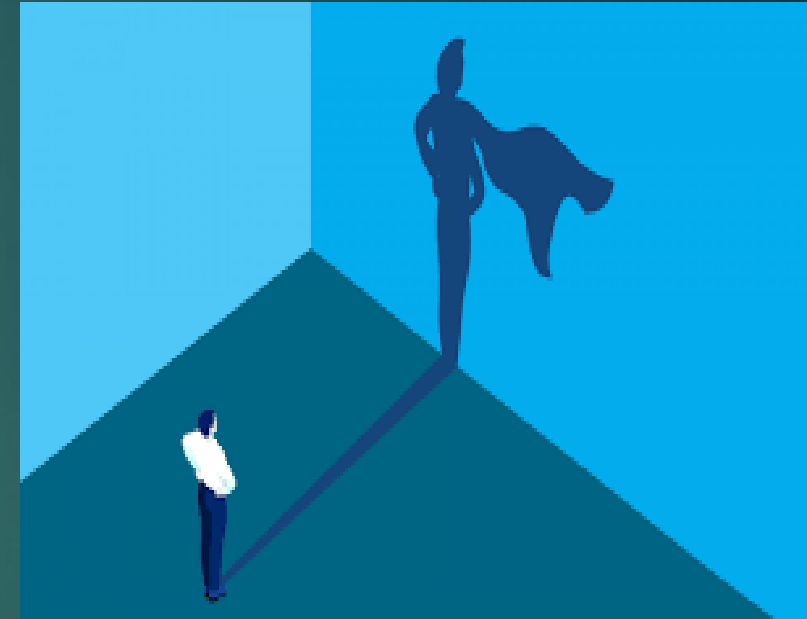
Task overview -

- ▶ Amazon is the international technology organisation from America which mainly targets the e-commerce, digital streaming, cloud computing as well as artificial intelligence.
- ▶ **Jeff Bezos** is the founder of the amazon and is the richest personality of the world. Jeff Bezos started the company firstly in his garage in the year 1994 and has more than 10% stake of the amazon.



Evaluation of Jeff Bezos leadership quality-

- ▶ As mentioned above Jeff Bezos is the richest personality of the world (Dolan, and Kroll, 2018).
- ▶ The successful business man has some qualities which enhances their personality and let them get known personality of the world.



Autocratic leadership quality.

- ▶ Autocratic leadership, too recognized as demanding leadership quality, is leadership elegance categorized by personal control of entirely choices as well as slight influence from cohort associates.
- ▶ The leaders having Autocratic leadership quality usually style decisions grounded on personal thoughts as well as decisions and hardly receive guidance from believers.



Jeff Bezos and Autocratic leadership-

- ▶ *Jeff Bezos is grounded with the autocratic leadership quality.*
- ▶ Autocratic leadership quality to the Bezos helped in making the decision by its own.
- ▶ The decision-making power of the Bezos was improved and also helped in shaping the amazon



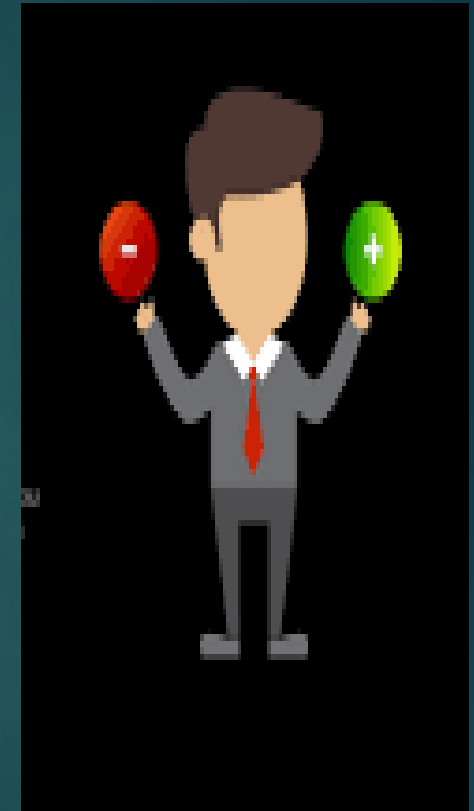
Advantages and Disadvantage of autocratic leadership quality-

Advantages-

- Autocratic leadership encourages the decision-making process. Decision making of the organization is done in quick manner, especially the stressful situations are handled in a proper manner.
- There is no any chain of discussion is involved, clear vision of decisions is made.
- Autonomy in the organization is decreased.

Disadvantages-

- Group members are allowed to present the input in a little proportion sometimes not.
- Leader is needed to make every single decision regarding the work task.
- Delivers the leader with having the skill and ability to explain the work method and to distribute among capable hands.



Coaching leadership quality

- ▶ The Coaching leadership styles are comparatively novel as well as trend-setting guidance styles.
- ▶ As an alternative of creating altogether the choices as well as relegating tasks by hand, by means of in the dictatorial management elegance, key executives take the chief and bring out the finest in workers or teams.



Jeff Bezos and Coaching leadership-

- ▶ *Jeff Bezos has also the coaching leadership style.*
- ▶ This style supported the Bezos to motivate the employees of the Amazon and to improve their skills.



Advantages and Disadvantage of Coaching leadership quality-

Advantages-

- Coaching leadership quality helps to create the work environment within the workplace and helps the employees to work with efficiency and with efforts.
- All employees are highly motivated by the leader regarding the work which supports the employees to deliver the exact output which is needed for the organisation.

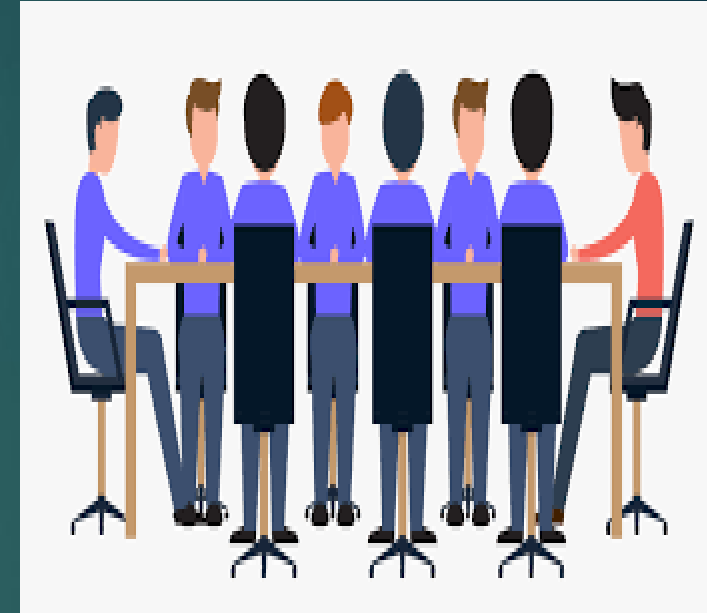
Disadvantages-

- It requires too much time to provide the coaching and motivation the newly hired employees.
- It is difficult to provide coaching without having connection with the employee.



Democratic leadership quality

- ▶ The Democratic leadership, likewise identified as participatory or communal leadership quality, is a management style in which group associates play a participatory character in a decision-making procedure.
- ▶ This kind of management can be applied to every type of business, considered from secluded citizens to colleges to governments.



Jeff Bezos and Democratic leadership-

- ▶ *Jeff Bezos to develop various new ideas utilized the democratic leadership style.*
- ▶ This style helped Bezos to know the ideas of the employees within which the unique idea was selected and company reacted ad per it.



Advantages and Disadvantages of Democratic leadership quality-

Advantages

- Enhances every employee to participate in the decision-making process of the company.
- Increases the creativity and ideas of the company.
- Increases the productivity of the organization.

Disadvantages

- Communication gap is created as introvert employees does not participate.
- Company sometimes may make the decision which is not appropriate for the organization.
- Issues like Security arises in the company as the decision get viral in very less time.



Laissez- faire leadership quality.

- ▶ This is the leadership style in which the leaders do not participating the decision making and all the decision-making process is handed over to the employees of the organisation.
- ▶ This leadership style sometimes can be said that productive and sometimes can be stated as unproductive for the organisation.



Jeff Bezos and Laissez- faire leadership-

- ▶ *Jeff Bezos followed laissez-faire leadership* style to check on the employees thinking for the organisational work.
- ▶ These helped Bezos to sort out the productive and unproductive employees for the organisation.



Advantages and Disadvantages of Laissez-faire leadership quality-

Advantages

- Laissez-faire leadership help the employees in their personal growth.
- The employees got to learn and develop their personality and decision-making power with the help of this leadership style.

Disadvantages

- This leadership creates confusion as mini opinions come in front which are not cleared.
- Privacy among the team and the organisation decreases in this leadership style.



Affiliative leadership quality

- ▶ Affiliative leadership style promotes the people rather than leader in any decision and maintaining their bond with the leader emotionally.
- ▶ Affiliative your leadership is the quality in which the leader tries to respect the feeling of the employee and relate with their emotions equally.



Jeff Bezos and Affiliative leadership-

- ▶ *Jeff Bezos to get connected with his employees used affiliative leadership style.*
- ▶ This helped Bezos to stay connected by heart with their employees and to understand their problems clearly and deeply.



Advantages and Disadvantages of Affiliative leadership quality-

Advantages

- This leadership create the work and organisation.
- Connection between employee and leader becomes strong which motivate the employee to deliver productivity.

Disadvantages

- Sometimes being friendly with the employee the leader can receive less productivity.
- This leadership can sometimes face the by the side of employee which is personal but is not relevant to the organisation.



Conclusion

- ▶ The various types of leadership qualities which the Jeff Bezos used was concluded in the above report.
- ▶ In the starting of the report the task overview in which the e-commerce company amazon's short description was concluded.



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