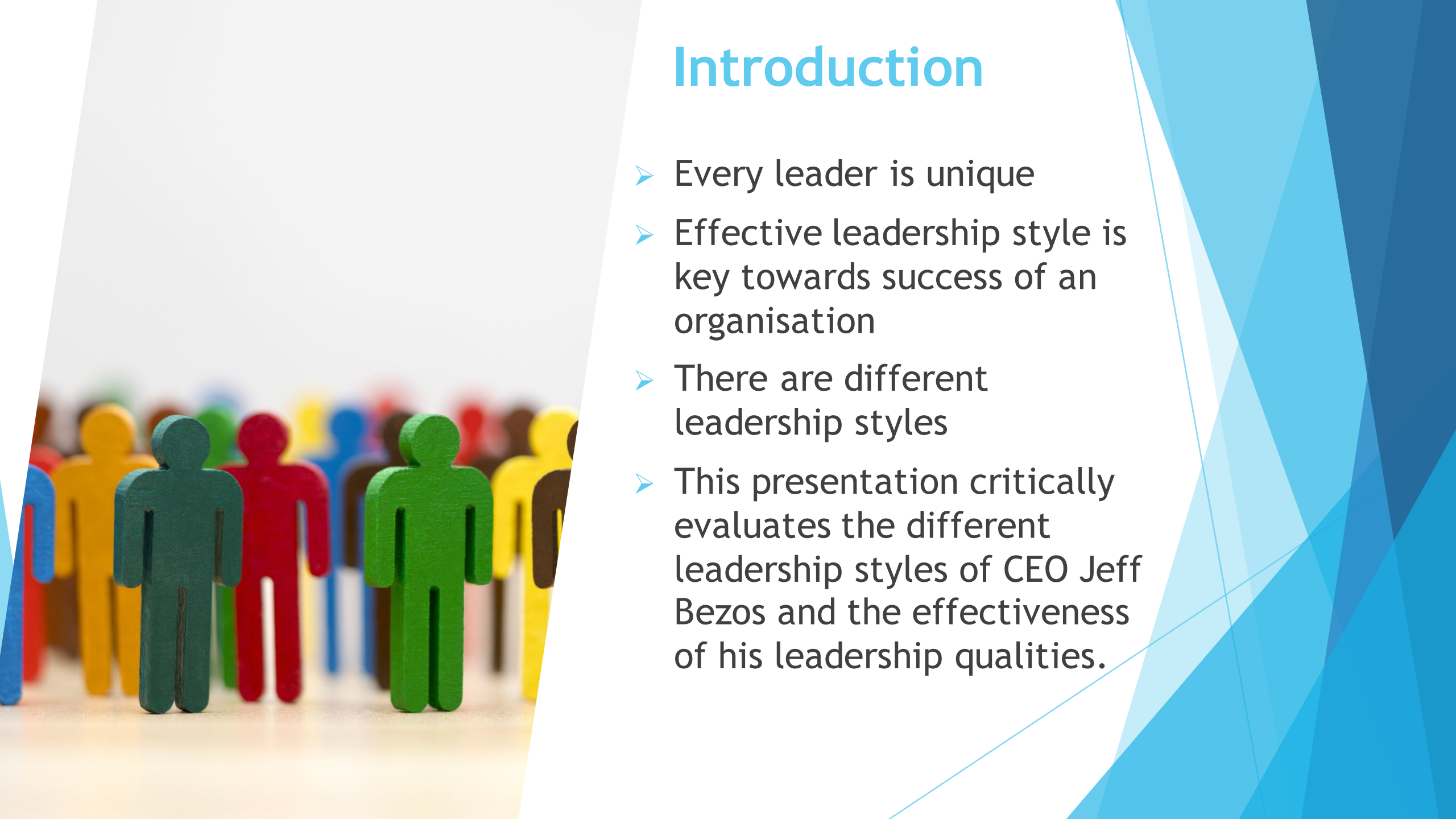


- ▶ **Module: Leadership and management, theory and practice**
- ▶ **Module code: LCBB6003**
- ▶ **Lecturer Name: Dr. Taye Osadiya**
- ▶ **Presentation Title- Leadership Theories: A Case Study of Jeff Bezos**

▶ **Student Names:**

- ▶ 1: Jolanta Wieceaszek (Group leader) student ID: 1909652 -Great Man Theory ,slide 2,3,4,5
- ▶ 2: Toni Koleva student ID: 1909490- Situation Theory of Leadership, slide 6,7,8
- ▶ 3: Semra Sadul student ID: 1909207- Trait Approach, slide 9,10,11
- ▶ 4: Kristina Kushlova student ID: 1909417- Transactional Leadership Theory slide 12,13,14
- ▶ 5: Vasilka Nenovska student ID: 1909487- Transformational Leadership Theory ,slide 15,16,17,18



Introduction

- Every leader is unique
- Effective leadership style is key towards success of an organisation
- There are different leadership styles
- This presentation critically evaluates the different leadership styles of CEO Jeff Bezos and the effectiveness of his leadership qualities.

Great Man Theory



- ▶ Leaders attributes :
 - ▶ high degree of intuition
 - ▶ intelligence
 - ▶ and commanding personality (Spector, 2016)

Jeff Bezos Great Man Leadership Theory

GREAT MAN THEORY

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- ▶ High standards, strategical patience, learning, and big thinker, (Uslu, 2019)
- ▶ Leaders are different from other people as they have great qualities that are different and unique.

Effectiveness of Great man Leadership



- ▶ Jeff Bezos was born with the necessary attributes
- ▶ The CEO has shaped Amazon and influenced his followers to be great leaders (Bezos, 2020).

Situation Leadership

Situational Leadership

There is no one best way to lead

One size does not fit all

The most effective style depends on the situation

Styles are situation dependent

Great Leaders are flexible



Effective leaders are like chameleons (distinctive and highly specialized lizard). They change color in response to excitement, stress, temperature, and lighting conditions



- ▶ There is no 'ideal' leadership style, and it would be effective for the leader to behave according to a particular situation (Shaikh and Shaikh (2019))

LEADERSHIP



Jeff Bezos Situation Leadership

- ▶ Jeff Bezos portrays situational leadership through the various characteristic;
 - ▶ supervising
 - ▶ coaching
 - ▶ delegation

Effectiveness of Situational Leadership Style



- ▶ Help raise employees retention and commitment.
- ▶ Builds relationships in the workplace
- ▶ Situational leadership is an adjustable model
- ▶ The effective leadership model promotes good leadership to increase productivity and motivates employees to reach the desired goals (Widyadharma et al, 2020)

Trait Approach



- ▶ According to Seaman et al. (2018), there are emergent traits, such as intelligence, self-confidence, and attractiveness, and affective traits, such as charisma.
- ▶ Other traits approach leadership qualities are
- ▶ intelligence,
- ▶ ambition,
- ▶ assertiveness,
- ▶ creativity,
- ▶ emotional stability

Jeff Bezos Trait Leadership Approach



- ▶ Amazon has become the largest shopping retail which Jeff Bezos leader's qualities have attributed.
- ▶ He sets his company's beliefs, principles, and values and then persuades his followers to follow the core rules
- ▶ In his leadership, he can embrace new experiences by being creative (Bezos, 2020).
- ▶ Jeff Bezos demonstrates personality. According to Northouse 2021, personality impacts the development of our leadership skills

Effectiveness of Trait Leadership Approach



- ▶ According to Syakur et al. (2020), trait leadership theory has indicated a positive relationship between personality traits and effective leadership.
- ▶ This approach makes the leaders aware of their weaknesses and strengths, thus guiding them on how to develop their leadership qualities.
- ▶ This approach gives the benchmarks for what should be looked for when identifying leaders.

Transactional Leadership



- ▶ Focuses on the managerial process of organizing, controlling, and short-time planning (Alrowwad and Abualoush, 2020)
- ▶ Characteristics of a transactional leader are:
 - ▶ opposed to change
 - ▶ focused on short-term goals
 - ▶ favor structured procedures and policies among others

Jeff Bezos Transactional Leadership



- ▶ Bezos's leadership style involves micromanaging his followers (Stone, 2013)
- ▶ The Amazon CEO is inclined toward authoritarian compliance
- ▶ Amazon has a system of ranking their employees performance from top to bottom(Hughes, 2014)

Effectiveness of Transactional Leadership

- ▶ Encouraged the followers to be willing to take risks
- ▶ The CEO's transactional, task-oriented, and transformational leadership has resulted in Amazon's sales, revenue, and stock price success
- ▶ Attributes that enhance the effectiveness of Jeff Bezos's transactional leadership are his:
 - ▶ extrinsic motivation
 - ▶ directive
 - ▶ emphasis on hierarchy, and discourage independent thinking (Alrowwad and Abualoush, 2020)

Transformational Leadership



- ▶ Transformational leadership is an approach whereby leaders and their employees raise one another (Goethals and Allison, 2016)
- ▶ The leader is idealised influencer
- ▶ The leader has an inspirational motivation, and they have the ability to create visions that impact their subordinates (Ghadi et al., 2013)

Jeff Bezos Leadership



- ▶ During the Covid-19 pandemic, Amazon's share increased by 70%, attributed to the CEO's transformational leadership style
- ▶ Jeff Bezos's leadership style aims to empower others to achieve results
- ▶ Transformational leaders are trusted leaders and apply simple principles, thus bringing "attitudinal, ethical, and process changes to followers" (Khan et al., 2020)

Effectiveness of Jeff Bezos Leadership

- ▶ Bezos inspires and motivates his team to achieve organisational goals.
- ▶ Role model to fellow employees
- ▶ The CEO has seven principles that attributed to his success which are; simplicity, motivation, determination, mobilization, preparation, facilitation, and innovative.

Conclusion

- The CEO has shaped Amazon and influenced his followers to be great leaders
- His traits have greatly attributed to their success
- He is a great leader as he is influential, has superior intellect, extraordinary leadership attributes, and heroic courage
- It is evident that to be a successful leader, one should be an influencer, who inspires and motivates their followers to be the best
- The primary role is to lead and the foundation of successful leadership is trust

Thank you !

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