

Leadership in the Business World: 20th and 21st Century

Group Students: Ionut Balba, Ovidiu Guzi, Mariana Kahel

Slide 1: Introduction

- Leadership is a key factor in the shaping of business and driving innovation.
- This presentation will examine four influential business leaders. Two from the 20th Century and two from 21st Century.
- We aim to identify their key characteristics by analyzing their leadership style, their behaviors and their appeal to followers.
- This presentation will examine the similarities and differences of these leaders in order to gain insight into effective leadership throughout different eras.

The evolution and success in business has always been driven by leadership. This presentation will explore the lives and leadership styles of four notable business leaders. Two are from the 20th Century and two are from the 21st Century. We will examine their leadership styles, their behaviors and how they appealed their followers to discover the qualities that allowed them to have a lasting influence on the business world. By comparing and contrasting these leaders we will also explore how their leadership styles and characteristics contributed to the success of their respective eras. We hope that this analysis will provide valuable insight into the nature and role of effective leadership in the business world.

Slide 2: 20th Century Business Leader 1: Henry Ford

- Ford Motor Company founder and innovator of mass production methods (Womack, et. al., 1990).
- Transformational leadership style : Employees with a vision for affordable cars (Bryman, 1992).
- Paternalistic leadership: Offer high wages and benefits in order to retain loyal employees (Nevins, 1954).
- Follower appeal: Provided upward mobility opportunities and a feeling of purpose to their work (Lacey, 1986).

Henry Ford, founder of Ford Motor Company revolutionized the automobile industry in the early twentieth century. He is most famous for his mass production techniques such as the assembly lines, which reduced the cost of making automobiles significantly (Womack, et. al., 1990). Ford's leadership can be described in a transformational way, because he motivated his employees to achieve a vision that made cars affordable for Americans (Bryman 1992). He displayed paternalistic leadership by offering high wages and benefits to his employees, which were uncommon at the moment, in order to retain and attract a loyal workforce. (Nevins 1954). Ford's appeal was based on the upward mobility he offered within the company, and the sense he gave his employees of their purpose in work.

Slide 3: 20th Century business leader 2: Walt Disney

- Walt Disney Productions was founded by Walt Disney and revolutionized entertainment (Gabler, 2006).
- Leadership style charismatic: Inspires employees through his creativity, passion, and vision.
- Innovative leadership: Encouraged experimentation and risk-taking to push the limits of animation and storytelling.
- Follower appeal: Created an intense sense of community amongst his team and a shared purpose (Artz, 2018).

Slide Notes: Walt Disney was the visionary who created Walt Disney Productions. He transformed the entertainment industry during the 20th century. He is known for his pioneering work in live-action movies, animation, and theme park design (Gabler, 2006). Disney's charismatic leadership style inspired his employees through his boundless creativeness, infectious enthusiasm and clear vision of the future of entertainment. (Bryman, 1992). He displayed innovative leadership by encouraging his employees to experiment with new technologies and techniques, and constantly pushing the limits of what is possible in storytelling and animation (Watts, 1997). Disney's followers were attracted by the sense of family and community he created among his team.

Slide 4: 21st Century Leader 1: Elon Musk

- Tesla, SpaceX and other innovative firms (Vance, 2015) are led by the founder and CEO.
- Visionary leadership style - Inspires followers to achieve ambitious goals, and to see a sustainable future. (Bersin, 2019)
- Transformational leadership: Challenges conventional thinking and encourages innovation (Howell & Avolio, 1993).
- Follower appeal: Attracts individuals with talent who share Gregersen's passion to make a positive difference in the world.

Slide Notes: Elon, the CEO and founder of Tesla, SpaceX and other revolutionary companies, is one of the world's most influential business leaders (Vance, 2015.) Musk's visionary leadership style inspires followers to achieve ambitious goals, and has a compelling vision for a sustainable, space-exploration and renewable energy future (Bersin, 2019). He displays transformational leadership by encouraging innovation, challenging traditional thinking, and pushing teams to achieve seemingly unattainable feats (Howell & Avolio, 1993). Musk's ability to attract talent is what makes him so appealing to his followers. They are individuals who share Musk's passion for creating a positive change in the world, and they want to be part of cutting-edge projects and technologies.

Slide 5: 21st Century Business Leader 2: Indra Nooyi

- Former CEO and chairman of PepsiCo known for her strategic focus and focus on sustainability.
- Leadership style transformational: Inspire employees to embrace innovation and change (Bass & Riggio, 2006).
- Servant leadership: She prioritized the well-being of her team and their development (Greenleaf, 1977).
- Follower appeal: Created a diverse, inclusive workplace that valued all employees' contributions (Groysberg & Connolly, 2013).

Indra Nooyi is a former CEO and chairman of PepsiCo. She has been recognized as one of the most influential leaders in the 21st Century. During her tenure she transformed PepsiCo to a global powerhouse, known for its commitment to sustainability and strategic vision (Ignatius, 2015). Nooyi's leadership style is transformational. She inspired her employees, who were constantly adapting to changing business environments, to embrace innovation and change. She demonstrated servant leadership by investing in the growth and success of her team and prioritizing their well-being. Nooyi's appeal to her supporters stemmed from her ability to create a diverse, inclusive workplace, which valued all employees' contributions, regardless of background or position in the company (Groysberg & Connolly, 2013).

Slide 6: Similarities between leadership characteristics

- Vision: Each of the four leaders in this study had a compelling and clear vision for their organization (Kotter, 1996).
- Innovation: They encouraged risk-taking and innovation to drive growth (Drucker, 1985).
- Employee empowerment: These leaders invested in the development of their employees (Kanter, 1977).
- Adaptability : They showed the ability to adapt market conditions and customer preferences to change (Heifetz, et. al., 2009).

Slide Notes: Although they led in different industries and eras, the four leaders in this presentation shared several leadership traits that contributed to their successes. All four leaders shared a compelling vision of their organization, which was a guide for employees and stakeholders. Second, they actively promoted innovation and risk taking within their organizations, realizing that these qualities are essential to driving growth and remaining ahead of the competition. Thirdly, they placed great value on the empowerment of employees, investing in their development and well-being to foster a feeling of ownership and commitment towards the organization's objectives (Kanter, 1977). All four leaders showed remarkable adaptability by being able to pivot and adjust strategies to respond to changing market conditions or consumer preferences (Heifetz, et. al., 2009).

Slide 7: Different Leadership Characteristics

- Leadership styles: All leaders are transformational. However, some have unique leadership styles, such as charismatic leadership (Disney), or servant-leadership (Nooyi). (Bass & Riggio, 2006; Greenleaf, 1977)
- Focus on industry: The leaders were active in a variety of industries, including automotive (Ford), entertainment (Disney), consumer goods (Nooyi), technology (Musk), or both (Vance, 2015, Ignatius, 2015).
- Historical context: Leaders of the 20th century faced different challenges and opportunities than their counterparts in the 21st century, including globalization and digital technology (Friedman, 2005; Schwab, 2016).
- Personal background: Every leader has a unique history, set of experiences and leadership style that have shaped them (Goleman, 2000).

Slide Notes: The four business leaders have some similarities in their leadership styles, but also significant differences. Their leadership styles are a key difference. All four leaders are transformational but they all have their own unique style that sets them apart. Walt Disney, for example, was known as a charismatic leader (Bass & Riggio, 2006), whereas Indra Nooyi displayed strong elements of servant-leadership (Greenleaf, 1977). Each leader has a different industry focus. Elon Musk drives innovation in technology and sustainability (Vance, 2015), Indra Nooyi has made her mark on the consumer goods industry (Ignatius, 2015). These leaders also differed in the historical contexts they operated in. The 20th century leaders faced different challenges and opportunities than their 21st century counterparts. Each leader's background and experience has shaped his or her leadership style and approach (Goleman, 2000).

Slide 8: The Impact of 20th Century Leaders on Business

- Henry Ford: He revolutionized mass production and made automobiles affordable to the middle-class (Womack, et. al., 1990).
- Walt Disney: Walt Disney pioneered animation and created an entertainment empire that is global (Gabler, 2006).
- Both left behind lasting legacies which continue to influence and inspire future generations (Bryman, 1992; Watts, 1997).

Slide Notes: It is impossible to overstate the impact that Walt Disney and Henry Ford had on the world of business in the 20th Century. Henry Ford's innovative approach to mass-production, as exemplified in the introduction of an assembly line, transformed the automotive industry and made automobiles affordable to the middle class (Womack, 1990). His innovations in management and manufacturing laid the foundations for modern industrial practices, and shaped American industry. Walt Disney, with his pioneering work on

animation and storytelling, created an entertainment empire that continues today to fascinate audiences all over the world. His vision and creative genius set new standards in the entertainment industry, inspiring generations of animators and filmmakers. Ford and Disney both left legacies which continue to influence and inspire their respective industries (Bryman, 1992; Watts, 1997).

Slide 9: The Impact of 21st Century Leaders on the Business World

- Elon Musk : driving the transition to sustainable energies and advancing space exploration. (Vance, 2015).
- Indra Nooyi - Transformed PepsiCo to a global leader within the food and beverage sector, while prioritizing health and sustainability (Ignatius, 2015).
- Both leaders shape the future of their respective industries and address pressing global challenges, such as climate changes and public health. (Bersin & Connolly, 2013; Groysberg & Connolly, 2019).

Slide Notes: Elon Musk and Indra nooyi are 21st century business leaders who have made a significant contribution to the world of business by tackling some of the biggest challenges of today. Elon Musk is leading the charge at Tesla and SpaceX to advance space exploration and transition from fossil fuels. The goal is to reduce humanity's dependence on fossil fuels, and eventually make life multi-planetary. His vision and relentless pursuit for innovation is reshaping automotive and aerospace industries, and inspiring a whole new generation of engineers and entrepreneurs. Indra Nooyi transformed PepsiCo into a global leader of the food and beverages industry during her tenure as Chairman and CEO (Ignatius, 2015). She also prioritized sustainability and public healthcare. She spearheaded initiatives to reduce PepsiCo's environmental impact, promote healthier products, and foster an inclusive and diverse workplace. Musk and Nooyi not only shape the future of their respective industry, but also address critical global challenges like climate change and public healthcare, setting an excellent example for other leaders in business to follow.

Slide 10: Lessons to Aspiring Business Leaders

- Create a compelling and clear vision to inspire and guide your team (Kotter, 1996).
- To stay competitive, you need to foster a culture that encourages innovation and takes risks (Drucker, 1985).
- Investing in the development and well-being of your employees will create a loyal, committed workforce (Kanter, 1977).
- To ensure success over the long term, adapt to market changes and consumer preferences (Heifetz et. al., 2009).
- Learn from others' successes and failures while embracing your own unique leadership style (Goleman, 2000).

Notes on the slide: The leadership journeys and lessons of Henry Ford, Walt Disney, Elon Musk, and Indra Nooyi are valuable for future business leaders. It is important to create a compelling and clear vision for your business that will inspire and guide your team and give them a sense of purpose and direction. (Kotter, 1996). Second, it is important to foster a culture that encourages innovation and takes risks in order to stay ahead of the competition. This will help you grow and keep your business competitive (Drucker, 1985). Thirdly, investing in your employees' well-being and development is crucial to creating a committed and loyal workforce dedicated to the organization's objectives (Kanter, 1977). Fourthly, adapting to market conditions and changing consumer preferences are essential to ensuring long-term business success in a constantly evolving landscape (Heifetz, 2009). While it's important to learn from other leaders' successes and failures, it's also important to embrace your own unique leadership style.

Slide 11: Conclusion

- The four business leaders discussed in this presentation, Henry Ford, Walt Disney, Elon Musk, and Indra Nooyi, have made significant contributions to the business world in the 20th and 21st centuries.
- Despite their differences in leadership styles, industry focus, and historical context, they share key characteristics such as vision, innovation, employee empowerment, and adaptability.
- Their legacies continue to shape their respective industries and inspire future generations of business leaders.
- Aspiring business leaders can learn valuable lessons from these leaders' successes and apply them to their own leadership journeys.

Slide Notes: In conclusion, the four business leaders featured in this presentation, Henry Ford, Walt Disney, Elon Musk, and Indra Nooyi, have each made a profound impact on the business world in their respective eras. Despite the differences in their leadership styles, industry focus, and the historical context in which they operated, these leaders share key characteristics that contributed to their success, such as a clear vision, a focus on innovation, a commitment to employee empowerment, and the ability to adapt to change. Their legacies continue to shape and influence their industries, serving as a source of inspiration for aspiring business leaders around the world. By studying the successes and challenges faced by these leaders, future generations can learn valuable lessons and apply them to their own leadership journeys, striving to make their own mark on the business world while addressing the unique challenges and opportunities of their time.

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