

**UWTSD
LONDON BUSINESS SCHOOL
TERM 2
GROUP 2
BA(Hons) Business Management
LEADERSHIP AND MANAGEMENT, THEORY AND
PRACTICE**

Module code: LCBB6003

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AMAZON – JEFF BEZOS

MEET THE TEAM: GROUP-2



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Presenting
1,2,3,4,5,6 Slides



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20,21 Slides

CONTENTS

Introduction

Overview of Case

Different Leadership Styles

Leadership Theories and Leadership Skills

Amazon Mission, Vision and Company Culture

Effectiveness of Leadership quality of Jeff Bezos

Perspective from Jeff Bezos's Leadership

Recommendation towards a leadership style

Conclusion

References

INTRODUCTION

- Leadership and Management Theories and Practices
- Amazon background
- Jeff Bezos Great Leader



Source by: Virgin Islands Free Press, 2015

Overview of Case

Covid-19 Impact across the world

FORECASTED CHANGE IN GLOBAL GDP
DUE TO COVID-19 IN 2022

4.5%

MONETARY GDP LOSS IN BEST CASE
COVID-19 SCENARIO

76.69bn USD

FORECASTED GDP LOSS IN U.S. IN A
GLOBAL PANDEMIC SCENARIO

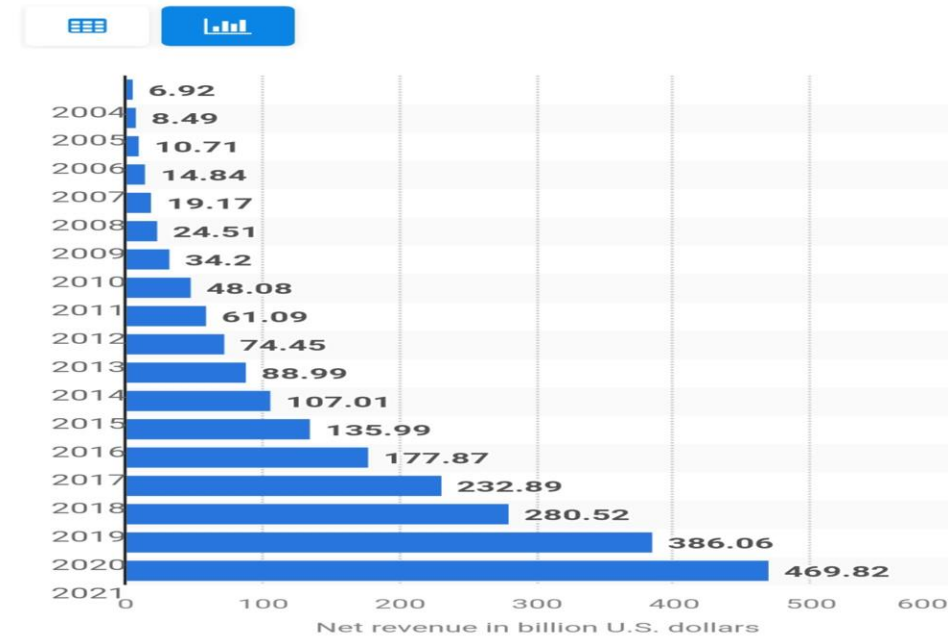
-2.4%

Source by Statista,2022

Covid-19 Impact on Amazon

Annual net sales revenue of Amazon 2004-2021

Annual net sales revenue of
Amazon from 2004 to 2021
(in billion U.S. dollars)



Source by Statista,2022

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AUTOCRATIC LEADERSHIP STYLE



TRANSACTIONAL LEADERSHIP STYLE



Source: (Clipart-library.com, 2019)

DEMOCRATIC LEADERSHIP STYLE

Transformational Leadership Style

- Transformational leader stimulates positive changes
- Influence by leading
- Motivation through inspiration
- Encourage innovation and creativity



Source: (mbaskool.com, 2020)

Strategic Leadership Style

- Transactional leadership
- Transformational leadership
- Charismatic leadership

Leadership Theories

Gret man theory

Trait theory

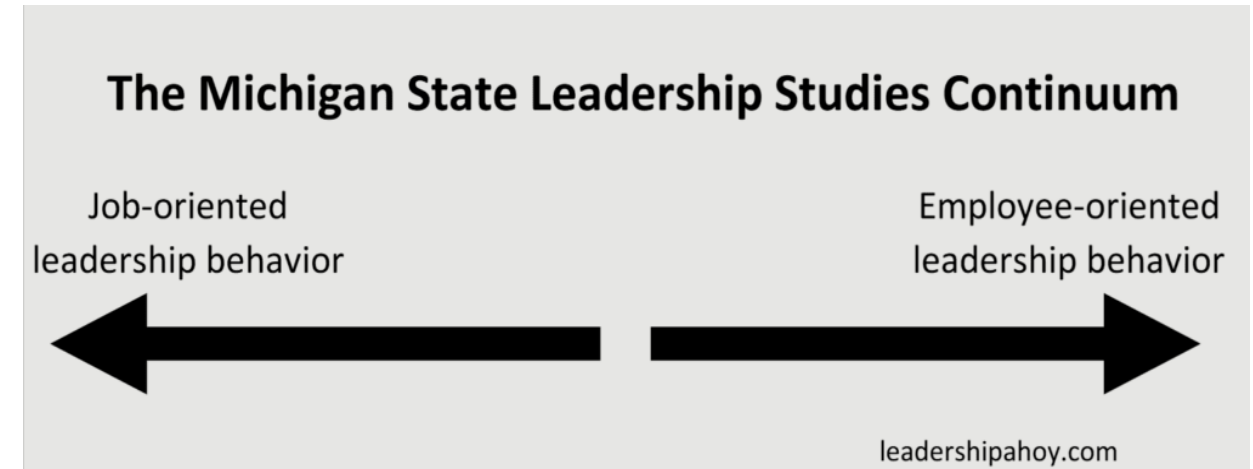
Behavioral theory

Contingency
theory

Leadership Theories

- Michigan Study Style

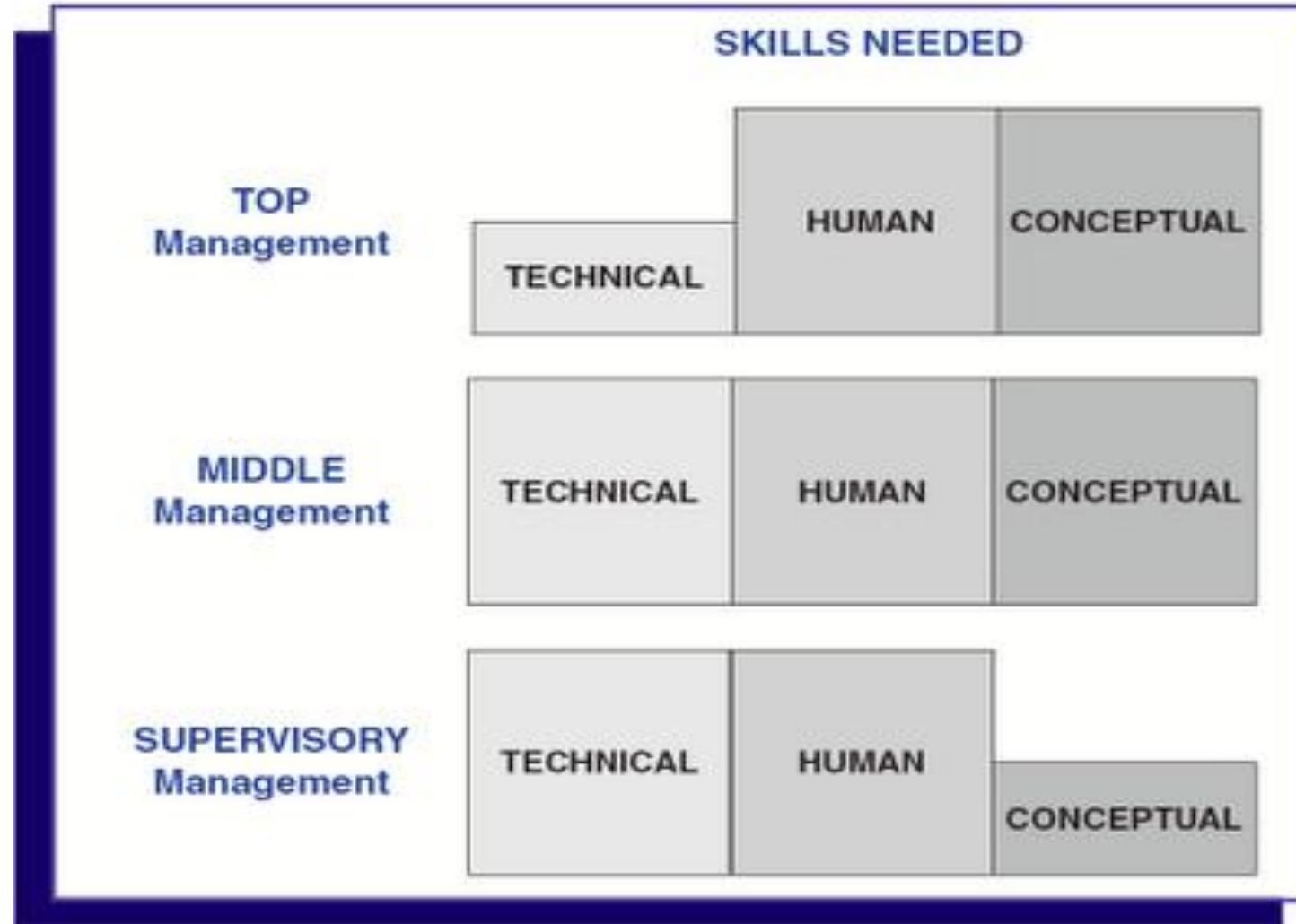
- Ohio State University Style



Source: (leadershipahoy.com 2021)

Leaderships Skills

Katz skills theory



Source: (wikispaces.psu.edu, 2015)

Perspective from Jeff Bezos's Leadership



Decision making



Innovation and
creativity



Believes and
priorities

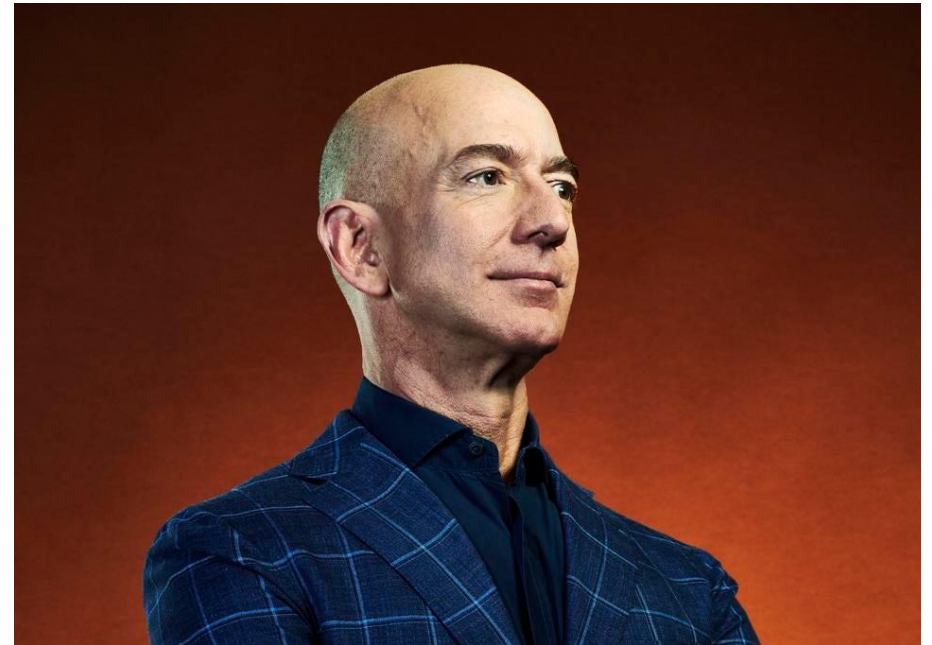


Source: (twitter.com, 2018)

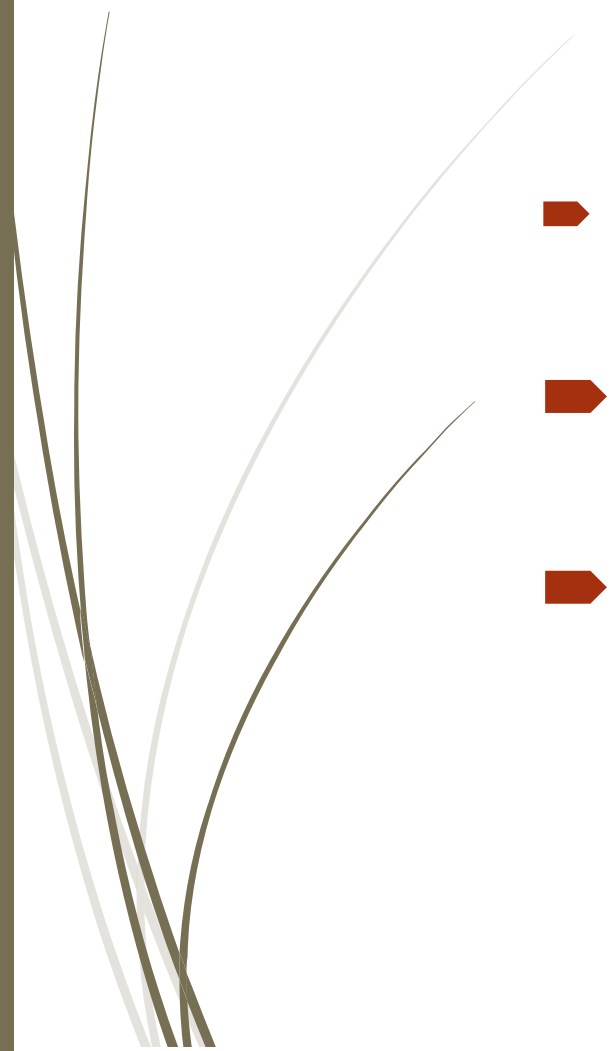
- Amazon Mission and Vision
- Amazon Company Culture

Effectiveness of Leadership quality of Jeff Bezos

- Confidence in his own decision-making
- Ability to integrate innovation
- High effectiveness by demonstrating different approach



Source: (*Forbes.com*, 2020)

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- 
- Jeff Bezos focus regarding business operations
 - Competitive advantage of Amazon
 - Customer orientation advantages and disadvantage

Recommendation towards a leadership style

- Customers experience improvement
- Employees Rewarding and recognition.

BE CUSTOMER-ORIENTED

“

Many companies describe themselves as customer-focused, but few walk the walk. Most big technology companies are competitor-focused. They see what others are doing, and then work to quickly follow.

Source: <https://blog.pdfFiller.com>



Jeff Bezos
Amazon CEO



Conclusion:

In this presentation has been discussed one of the most successful leaders, Jeff Bezos. Furthermore it was discovered that style of leadership that is followed by him is Autocratic where the leader non considers the opinion of workers for decision making. Furter has been found that prioritizing the consumers is key consideration rather than workers. With creativity and innovation, the leader is focused on providing the best costumer's experience.



Any questions ?

Thank you!



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