

Module: **Leadership and Management Theory and Practice**

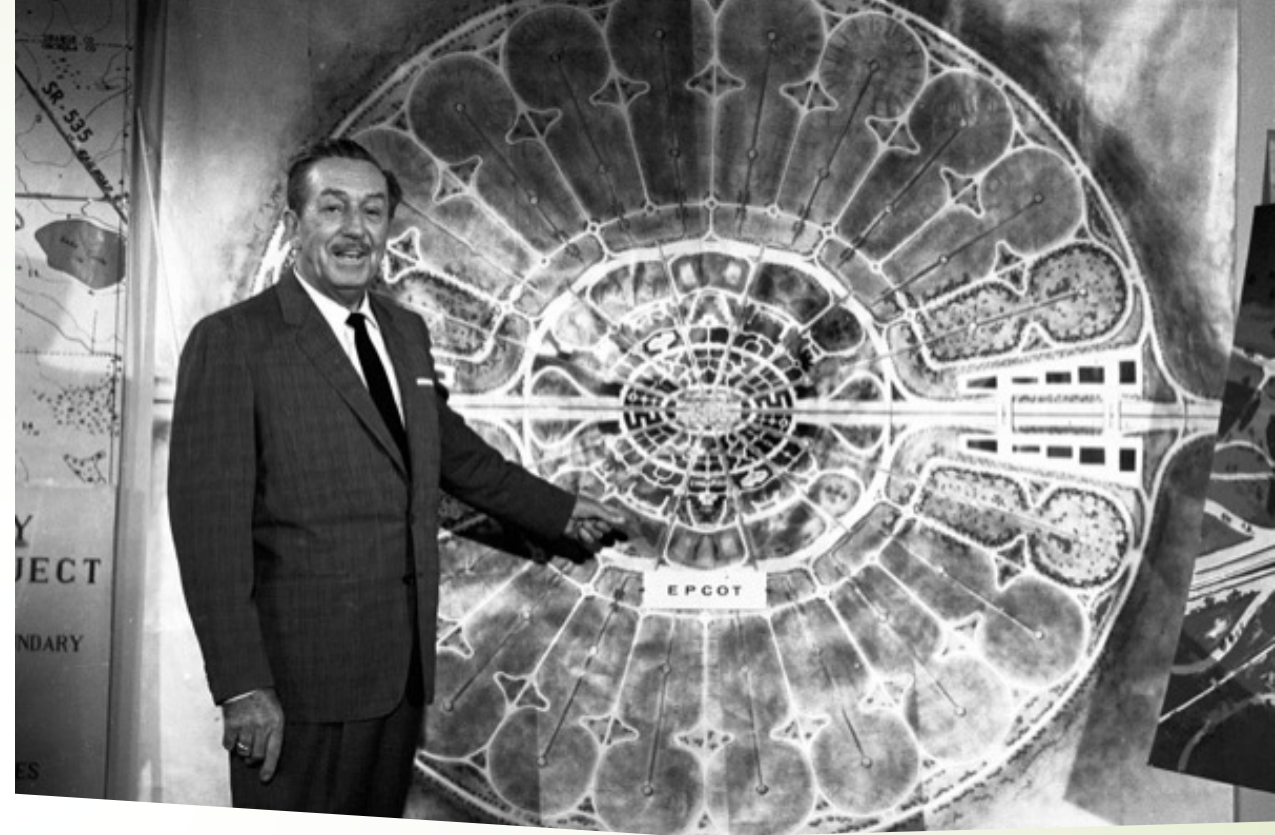
Module code: **LCBB6003**

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Leadership style of Walt Disney

- Walt Disney is focused on the development of the autocratic leadership style.
- Walt can inspire the staff with the vision of creating the entertainment.



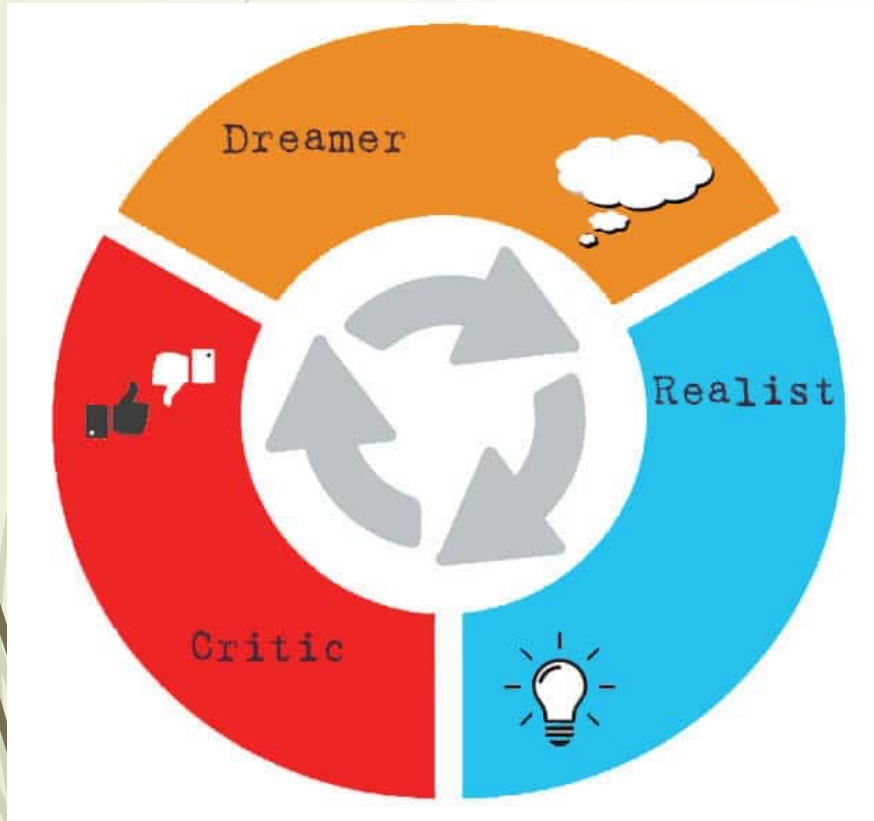


Leadership behaviour

- Leadership behaviours help to manage overall situation in the workplace of the organization.
- Unique vision of Walt Disney is helpful to create a clear vision of the leadership.

Followers Appeal

- Walt Disney is known as the entertainment leader, and this makes himself different from the others.
- Walt focuses on futuristic approach that attracts the attention of the people.





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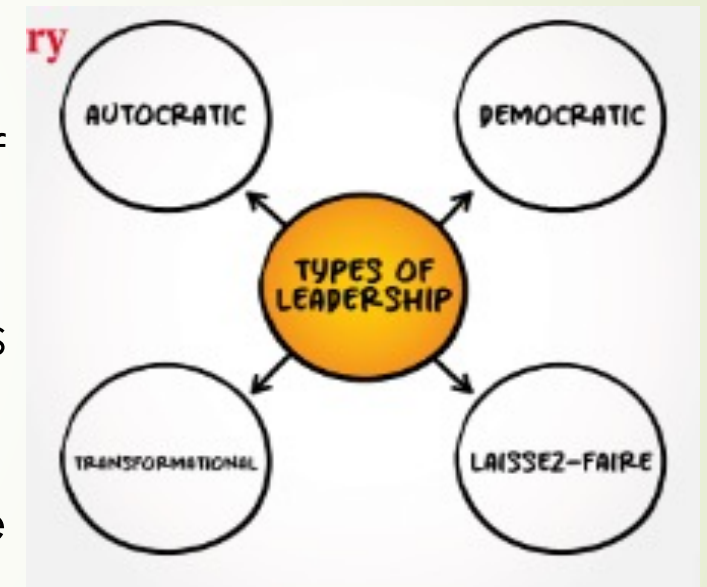
Warren Buffett

- Leadership refers to an ability of a person to motivate, influence as well as enable others for contributing adequately to the success of an organisation, whereas management is about being accountable for controlling a foundation.
- Warren Buffett is a US based business magnate, investor and currently CEO and chairperson of the Berkshire Hathaway company.
- The presentation will analyse above his leadership approach



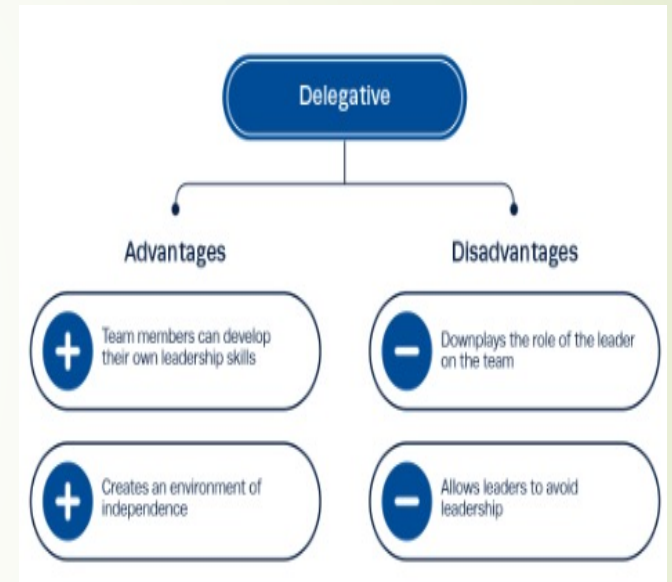
LEADERSHIP STYLE

- Leadership style refers to a way within which, a leader attain their team goals by motivating their employees to contribute actively towards common objective.
- Warren Buffett's company running multi-nationally is result of his great delegacy of leadership role.
- His value and prudence investing has influenced various investors across the globe.
- The leadership style of Warren Buffett is referred to delegative leadership style.
- Warren Buffett has always labelled as the most successful investor of 20th century and have well versed within skills that are required for excelling being a corporate leader.



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- In compliance with Warren Buffett leadership style, he rarely assist his subordinates.
- As a leader, he let his employees figure out and try that how issues can be sought out complications on their own; therefore, the employees can learn from what has worked and what have not.
- The outcome of this approach is that, employees feel more accomplished.
- Warren Buffett leadership principles includes the skill of expressing himself with succinctly, avoiding any excessive terminology.



LEADERSHIP BEHAVIOUR

- The leadership behaviour are regarded as an essential part of a leader that how capable he is addressing his employees and approaching complication's.
- The leadership behaviour of Warren Buffett is to ensure effective communication, transparency, avoiding micromanagement and giving time. (Buffett, 2021).
- Warren Buffett highly recommend to avoid micromanagement is his foundation.
- He has great believe within his desire of finding proper talent, recruit them and giving them freedom of being innovative as well as handling things.



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- His leadership behaviour is having a positive outlook upon life.
- Warren Buffett is still highlighting significantly upbeat perspective for assisting his teams for overcoming disagreements and obstacles.
- Buffet has reputation of great leader who most likely to focus upon virtues instead of what is being appeared to adverse connotation through using analytics and knowledge.
- As being an effective leader, Buffett takes upon several responsibilities at his company to ensure developing and learning his own skills.



FOLLOWERS APPEAL

- Warren Buffett has always classified as transformational leader and had proper vision for greater growth of his business and he was adequately able of turning his vision into the reality.
- By motivating his team, members to look out the similar vision as well as strive and encourage it.
- Buffet has always been able of growing his business and making it flourish highly.
- With remarkable record of directing and managing his foundation, he has also laid out success path that several entrepreneurs can become his followers.

Warren Buffett



- Warren Buffet is the 2nd wealthiest man in America, and one of the richest investors in the world. His business, Berkshire Hathaway, is based in Omaha, Nebraska, where he lives with his wife Astrid Buffett.
- His three children (from a previous marriage with Susan Buffett, who died) are Peter (53), Howard (49), and Susie (47), all living elsewhere.
- At 77, Warren Buffett is soon to retire, and a successor (or, more probably, successors) will take over his business.





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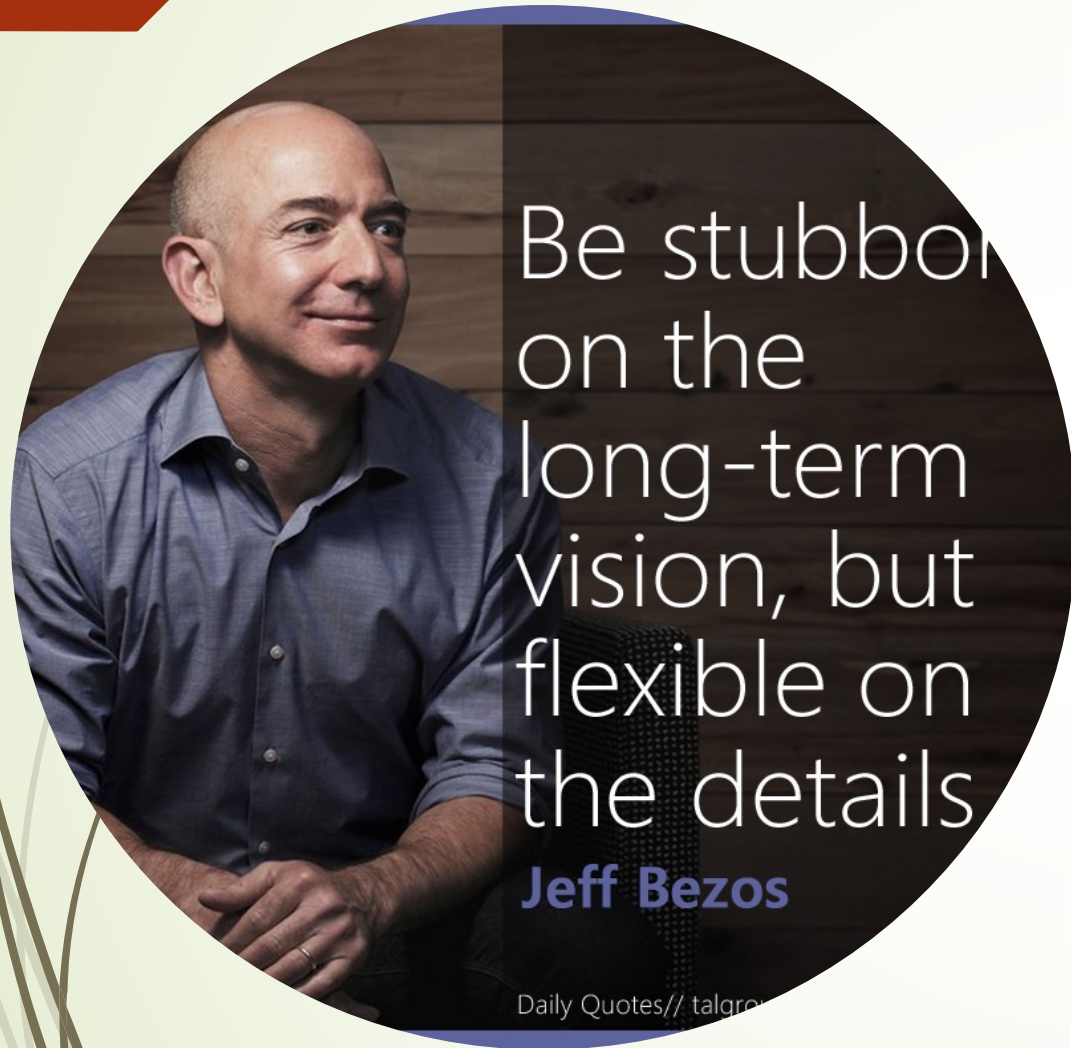
- He is always considered as a true valuable investor and is a philanthropist.
- The followers of Warren Buffett tries to encouraging employees, rather than judging them on the basis of rules and regulations.
- He has learned about good corporate culture for supporting his employees, as he believes that it can support the employees to become productive and successful.
- His optimistic vision is a great motivation to his followers.
- Leaders are always encouraged to reward and motivating employees, whether it is done through compliments.
- Providing motivation to employees causes their self-morale to rise, that in-return provide support to company overall.



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Leadership style of Jeff Bezos



- **Jeff Bezos is focused on the transformational leadership style that leads to the workplace motivation.**
- **The leadership of Jeff Bezos connects to the characteristic of charismatic leadership.**

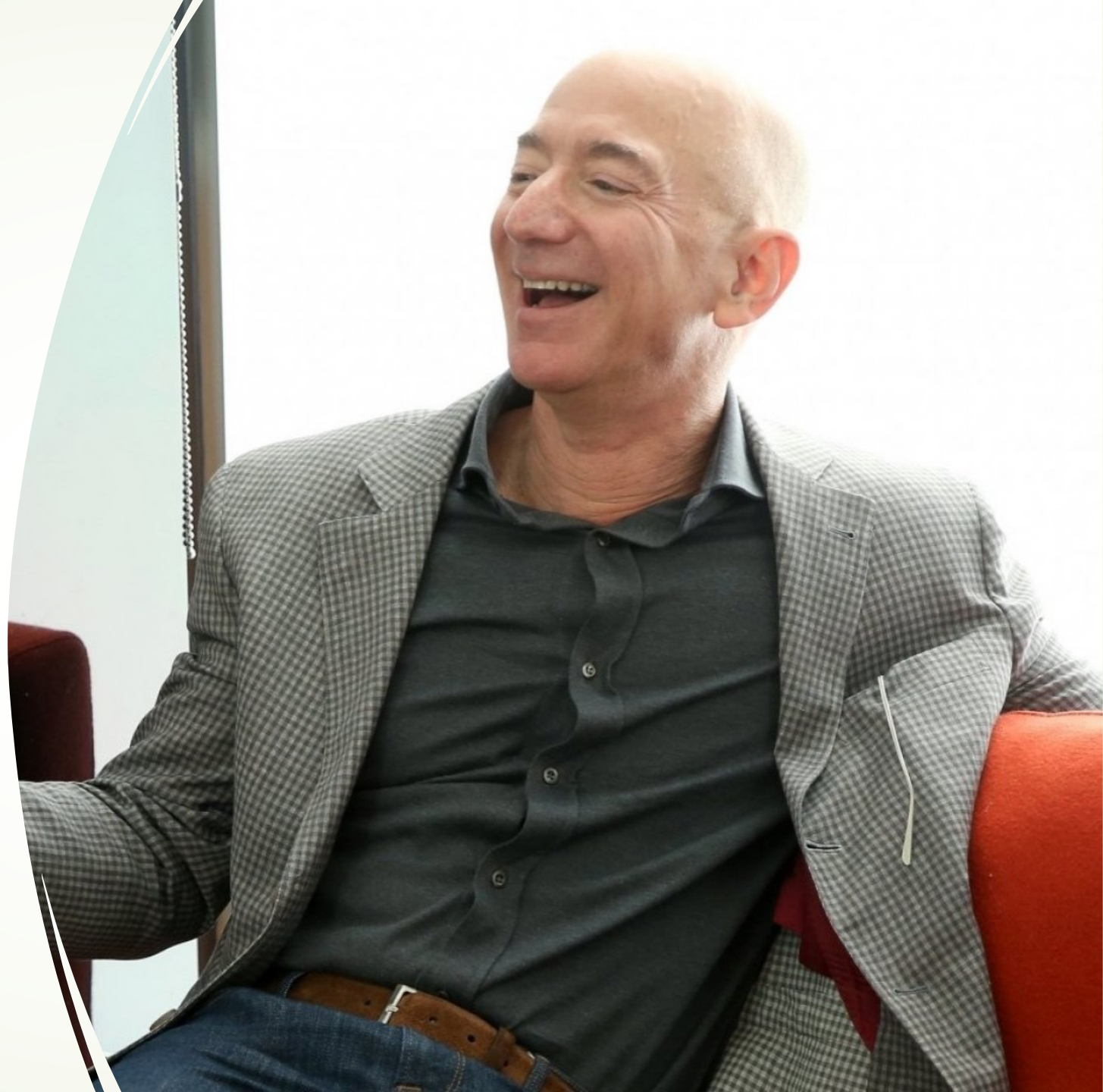
Leadership behaviour

- Jeff Bezos thinks that patience is the key area of success.
- Jeff Bezos is known for his bold decision making.



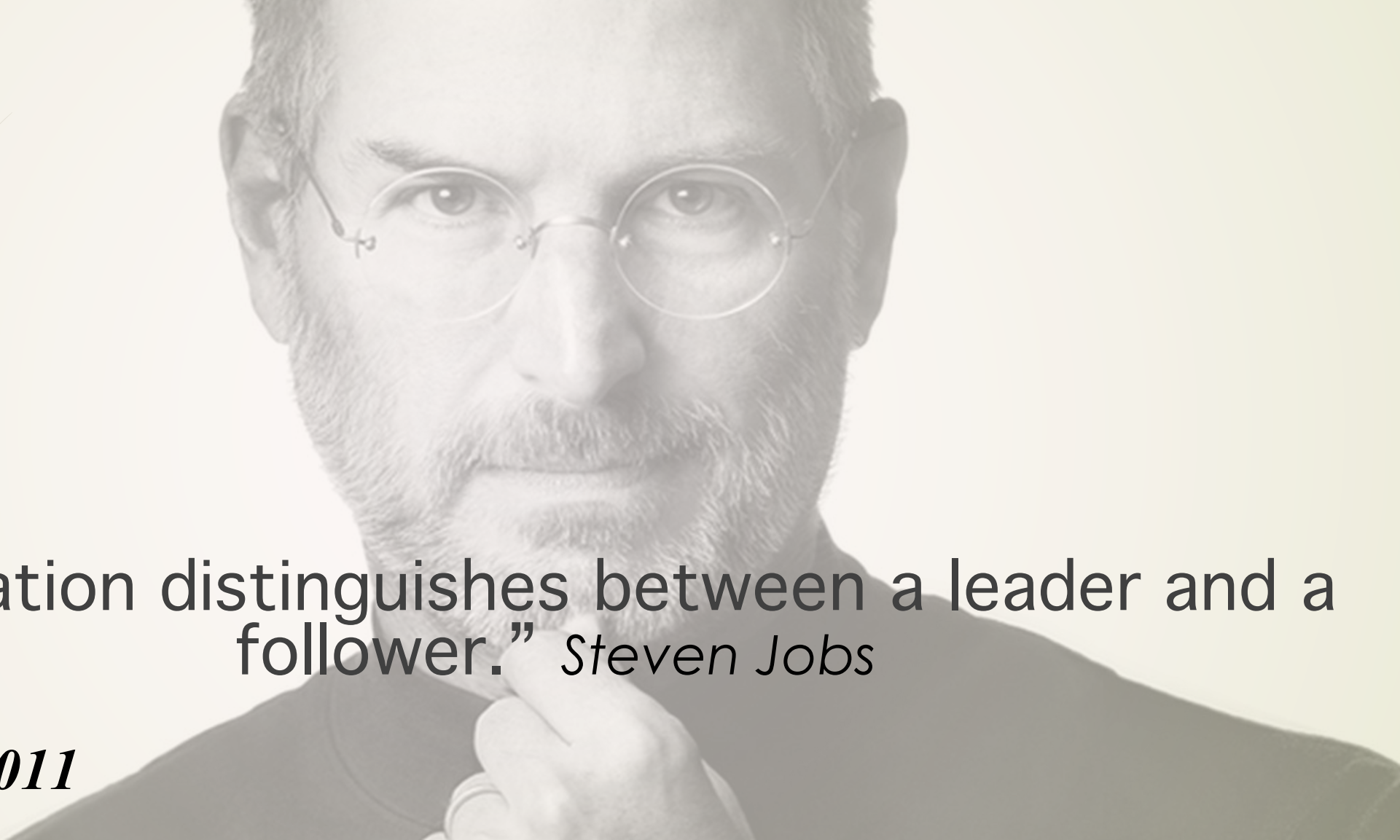
Followers Appeal

- Jeff Bezos develops the influencer program that attracts the people to follow the decision (Tongkachok et al. 2022).
- Manifesting in the early curiosity helps in developing the innovation in the Jeff Bezos's leadership.



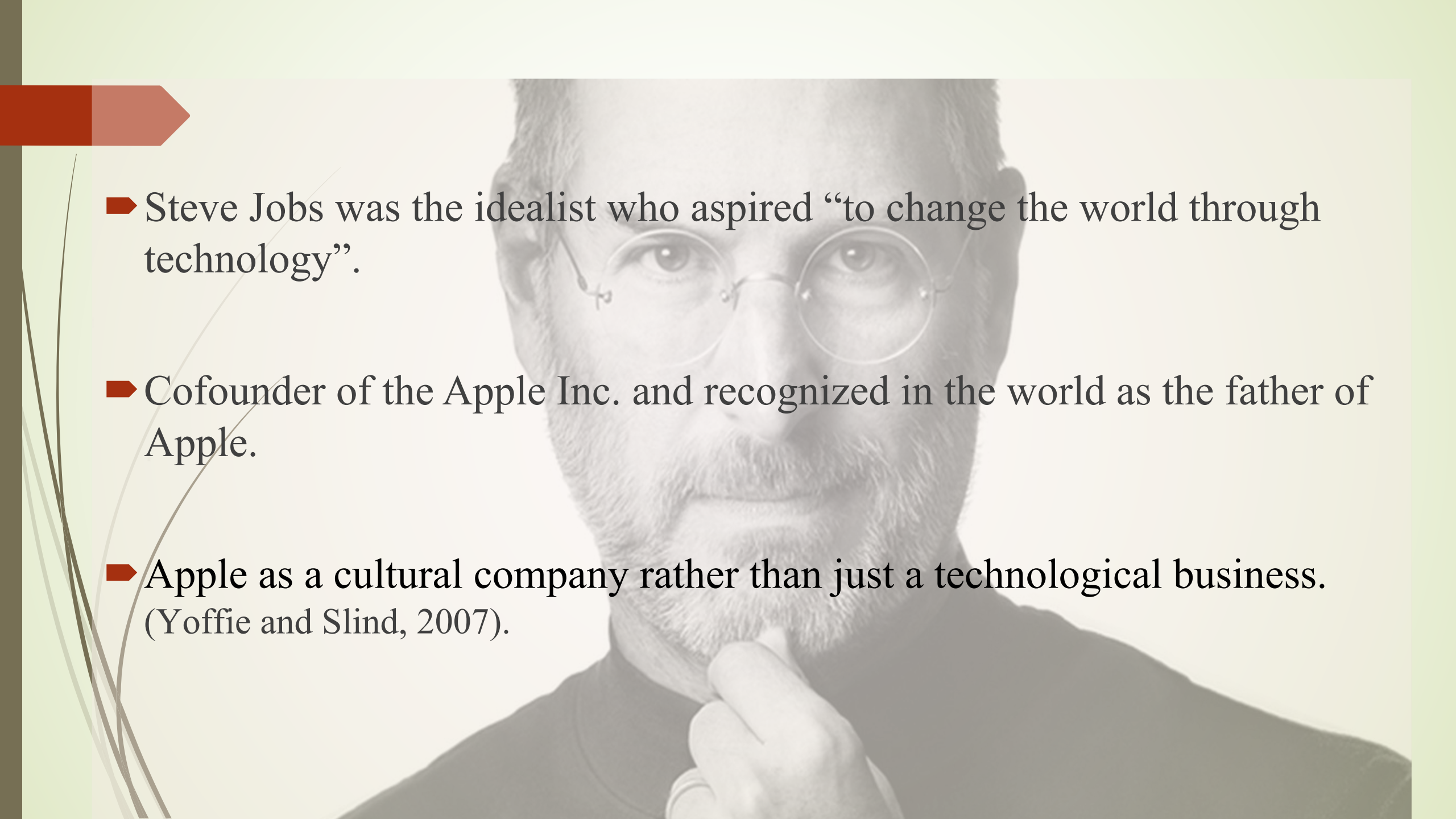
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“Innovation distinguishes between a leader and a follower.” *Steven Jobs*

1955-2011

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- Steve Jobs was the idealist who aspired “to change the world through technology”.
 - Cofounder of the Apple Inc. and recognized in the world as the father of Apple.
 - Apple as a cultural company rather than just a technological business. (Yoffie and Slind, 2007).

Leadership style

- The theories of value describe authentic leadership style as a balance between:
- psychological
- emotional capacities of the leader. (Yukl and Gardner, 2020, p.263)

Dimensions of leadership style	Components	Outcomes
Innovative Approach	Creative mindset Ability to inspire	Designed innovations and revolutionary technologies "iPhone and Macintosh"
Authentic Leader	Strong focus Passion Motivate the team	Simplicity Quality products Put the products before profit

➤ (Source: Isaacson, W. 2012)

Transformational Leadership behaviour

- According to transformational leadership theory - leaders should inspire, empower, and motivate their followers. (Yukl and Gardner 2020, p.237)
- Steve Jobs created a strong culture and cooperation.
- Due to his vision that embraces innovative changes and technological improvement of the Digital Hub.
- In terms of Apple's crisis, Steve Jobs shows how to overcome obstacles and that vision creates trust and loyal followers. (BMJ Leader, 2011, p. 3)



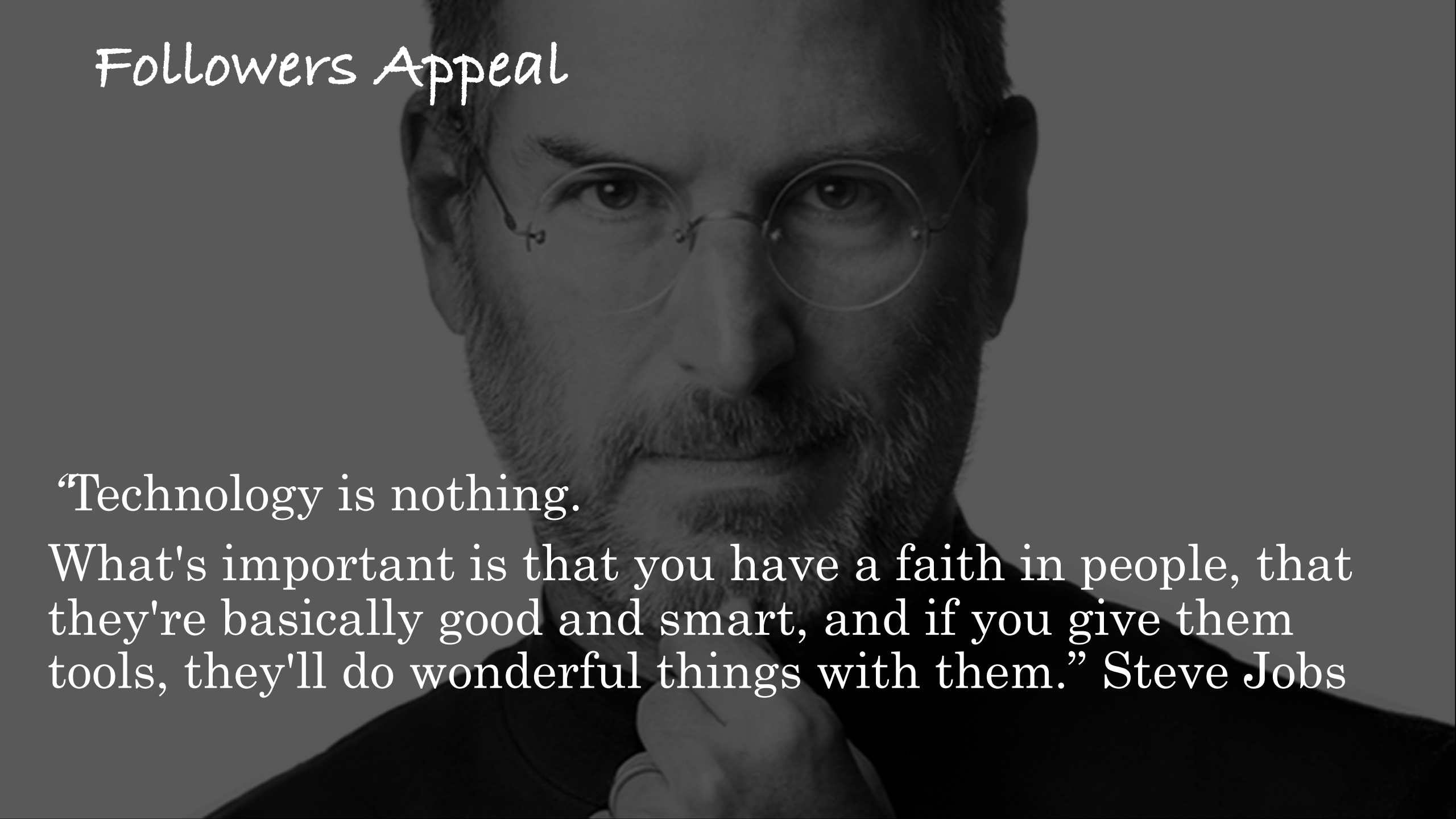
Followers Appeal

- According to the theory, transformational leadership can increase followers' value and their trust in the leader and do more for the company. (Yukl and Gardner, 2020, p.244)

Steve Jobs:

- Self-confidence, optimism and his aspiration - attracted more followers.
- Perfectionism - work with ace team members.
- Great ability to create loyalty among top employees.
- Followers tended to be more devoted and stay longer compared to other companies where their leaders were more friendly. Piccotti (2023) was a useful source of information.

Followers Appeal

A grayscale portrait of Steve Jobs, looking directly at the camera with his hand near his chin. The image is dark and serves as a background for the text.

“Technology is nothing.

What's important is that you have a faith in people, that they're basically good and smart, and if you give them tools, they'll do wonderful things with them.” Steve Jobs

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Similarities between the leaders

20th century	21st century
Warren Buffett vs. Walt Disney	Jeff Bezos vs. Steve Jobs
❖ Communication skills ❖ Relational approach ❖ Visionary Leadership	❖ Long term vision and innovation ❖ Strong company culture ❖ High standards

➡ (Source: created by the group)

Differences between the leaders

Leaders	Leadership style	Leadership behaviour	Followers Appeal
Walt Disney	Autocratic	Visionary	Futuristic approach
Jeff Bezos	Charismatic	Transformational	Influencer program
Warren Buffett	Delegative	Value - based	Great motivation to his followers
Steve Jobs	Authentic	Innovative	Aspiration to create the best products

➡ (Source: created by the group)