



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Everyone's Smart University

Assignment 1 (Spring 2021)

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Section

Master

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PROJECT LEADERSHIP

Instructor's Name:

Dr. Sara Adel

Jeff Bezos

Jeff Bezos (Jeffrey Preston Bezos) is an American entrepreneur and investor who in 2018 was named the richest man in the world. He is the founder and CEO of Amazon. Jeff is a creator and has shaped how we purchase goods. He has taken Amazon from being a loss leading online book store to one of the biggest companies in the world. His vision is legendary. I choose to talk about Jeff Bezos because he inspires me to never give up. As his existence empire and his faithful and creative employees, it is a prove that his leadership styles should be taught in schools.

Jeff Bezos understands the impact of the leaders on the organizational culture, and he strives to lead with examples. This means he is at the forefront when the company may be facing a crisis, and he embodies the characteristics and traits he wants everyone else at his companies to emulate. He is intensely focused, he maybe the leader/owner of the multiple companies but he doesn't lose focus of the individual missions of these companies. Moreover, he understands the risk of complacency. The success of his company has not slowed him down one bit but only energized him more. Change management is also a major component of Jeff Bezos's leadership style. He views organization as living organism that have to evolve to stay competitive and preferably lead in their respective industries. He never loses sight of the long-term results.

It is only reasonable to call Jeff Bezos a transformational leader. His subordinates follow him because they admire his work ethics, vision, and his leadership qualities. Jeff Bezos inspires his followers to work hard and constantly improve themselves. Jeff Bezos doesn't only transform people but also companies and entire industries. Amazon started as an online seller of books but now has become one of the largest companies in the world with a \$ 260 billion market cap and it is because he understood customers very well. I admire his vision and passion and it drives me to improve myself and better as a leader too.

In conclusion, I believe my leadership style is a Democratic-Leadership style. I tend a lot to involve all my team members in every decision. Delegating tasks and authority to my subordinates to give them the power and confidence to believe that they can do it. I believe that a great leader creates more great leaders from his team.