



جامعة الجميع الذكية  
EVERYONE'S SMART UNIVERSITY

# Everyone's Smart University

## Assignment 1 (Spring 2021)

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Section

Master

Date

Thursday

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Course Code

(PMG511)

## PROJECT LEADERSHIP

### Instructions:

- يغلق الواجب يوم الإثنين ١ مارس في تمام الساعة ٩ مساءً.
- الواجب سؤال واحد مقالي من ٤ درجات ما لا يقل عن ١٥٠ كلمة باستخدام font 12.
- الإجابة على الواجب باللغة الإنجليزية واللغة العربية مع مراعاة أن تكون المصطلحات باللغة الإنجليزية
- يرجى ضرورة التحويل إلى صيغة pdf بعد الانتهاء من الواجب ورفعته على المودل.
- الحل يكون على هذا النموذج الخاص بالجامعة فقط ولن تقبل أي مستندات أخرى.

Instructor's Name:

Dr. Sara Adel

In this assignment, I choose Steve Jobs as an example of leadership. In 1976, he co-founded Apple in his parent's garage, after that, the company of Apple was created. He was exiled from the company in 1985, but he quickly started another firm, NEXT Inc., for designing powerful workspace computers for the education market. Then he returned to Apple Company to rescue it from the bankruptcy in 1997. Then, he died in October 2011. Steve helped in transformation in many industries such as: retail store, phones, music, tablet computing. Personal computing and animated movies.

Moreover, Steve's style in leadership defined as autocratic. The reason I choose Steve Jobs to speak about is summarized by powerful words of Richard Branson "Steve Jobs' leadership style was autocratic; he had a meticulous eye for detail, and surrounded himself with like-minded people to follow his lead." His leadership was very strong and effective.

The autocratic style applied on Steve; because he has his own way in leadership, he believed that he is the only one who is responsible of the direction and decisions on his team. He believed that the work was more efficient and effective when he made all the choices by himself. He did not need any help or input from his team to make the big decisions.

Steve Jobs was inspiring, innovative, demanding and passionate. He was leading his team by example. His way of dealing with his team is by pushing them to do their best. He was not afraid to think out of the box. All of these characteristics in his personality made me think that, without Steve Jobs and his ability to create a culture of innovation, Apple would not be as strong as it is today.

In conclusion, I see myself in a Coaching leadership style. What usually I do is to motivate, inspire and encourage people around me during projects and in life.

I will finish this assignment with a quote from Steve Jobs that summarizes his approach of innovation:

"Life can be much broader once you discover one simple fact: Everything around you that you call life was made up by people that were no smarter than you and you can change it, you can influence it, you can build your own things that other people can use."

