



جامعة الجميع الذكية  
EVERYONE'S SMART UNIVERSITY

# Everyone's Smart University

## Assignment 1 (Spring 2021)

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## PROJECT LEADERSHIP

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## Elon Musk

Elon Musk is considered the most competent and successful business leader in the contemporary world. The leadership principles of individuals have a great impact on the operational growth and development of companies in the competitive business environment. The leadership qualities of Elon Musk make him prominent in the international sphere. The primary strength of Elon Musk is his innovative and disruptive approach to make real change in the world's paradigm. His competency in leadership is evident from the fact that he is leading simultaneously a lot of mega projects not only on Earth but also in Space (Hamed, 2021). The colonization of Mars by 2030 is his flagship project and he wanted to accomplish this milestone with full determination and dedication. Elon is also keen to contribute to a society that makes him unique in the corporate world. He follows the triple bottom line approach while conducting his business operations in the competitive business environment. He considered that profitability can only be regarded as sufficient when the general health and satisfaction of the people and planet can be retained (Tran et al., 2020). It is of paramount significance to acknowledge that the visionary and ambitious personality of Elon Musk makes him interesting to explore in the competitive business environment.

Elon Musk is highly passionate about emotional intelligence in organizational settings. He spends plenty of time such as working day and night for the accomplishment of his goals. He is obsessed with his work and insufficient details. He assigned high objectives to his team, himself, and his companies to make real change in the current business environment (Sudha and Shahnawaz, 2020). The hardest personality of Elon Musk helped him to initiate the impossible starts that turned him into an innovator. Therefore, his urge to be different makes him one of the successful leaders in the business community.

The determination and confidence of Elon Musk proved people wrong in all spheres. The greatest achievement of Elon Musk is his team that believes in his vision, mission and supports his every action. It is crucial to acknowledge that Elon Musk faced a lot of rivalry from the opponents and managed not to collapse in front of obstacles (Early, 2017). The competent, transparent, and funny personality of Elon Musk makes him successful and charming to retain the satisfaction of the stakeholders especially employees, customers, and investors. Thus, he is an honest person in a world where dishonesty prevailed rapidly.

The most significant trait of Elon's personality is transformational leadership. He managed to transform its organizations into learning organizations so that employees remain motivated and competent as per changing trends of the corporate world. He followed corporate social responsibility (CSR) to maximize the employee's satisfaction

and the company's good norm in the consumer market (Statistic, 2018). He became the world's first trillionaire because of his gorgeous and tremendous success in the business community. He is always there to motivate his employees so that they can become a constructive part of the organizational structure. Thus, his transformational leadership style is the primary reason for his success in the corporate world.

The personality of Elon Musk clearly indicates his high standing in the transformational leadership style. For example, his triple bottom approach compelled him to pursue sustainable future growth through the development of electric cars and optimized batteries to support solar energy. In addition, Elon Musk also developed several other disruptive systems such as PayPal (online payment mechanism) and Hyperloop transport mechanism (Korzybski et al., 2020). Tesla is Elon's major project that played a constructive role in his standing in the competitive business environment. Elon's face and Tesla are essential for one another to grow and develop in the consumer market. Companies spend billions of dollars to market their products but Elon fulfills the needs of people to increase his sales. Elon pursued the zero-budget marketing campaign for Tesla because he wanted to invest the marketing budget to make the cars more cost-effective (Eagleburger, 2020). Thus, the dealings of Elon Musk in all of these situations make him a transformational leader.

I am really inspired by Elon Musk's leadership style because he managed different companies simultaneously. He is the catching eye of the world and it is evident from the recent treat of Elon in favor of Bitcoin and then the market value of this digital currency jumped rapidly to new highs. The stature of Elon's PR is remarkable and possesses the potential to make real change in the complicated dynamics of the world.

I want to develop transformational leadership styles so that I can be able to grow professionally in the labor market. The transformational leadership style helps me to develop communicative and motivational skills. I am sure that the footprints of Elon Musk will help me a lot to understand the dynamics of the corporate world. I have a firm belief in the implementation of the corporate social responsibility (CSR) and transformational leadership style to stay competent and productive while coping with changing dimensions of the corporate world. This style will help me to understand the aspirations and perceptions of others so that their satisfaction and retention can be maximized. Thus, Elon Musk is truly a genius of this century because of his remarkable disruptive and innovative approaches for the sustainability of the world.