



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Everyone's Smart University

Assignment 1 (Spring 2021)

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Section

Master

Date

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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

Assignment (1)

During our study about Leadership, we learned the difference between manager and leader, adding to that we studied traits, and styles of leaders and leadership.

In our first assignment, you will research and write about **a modern project leader** of your choice . Carefully consider his traits, styles, and detect any different situations for his/her leadership in today's organizations.

Your Task

1. Select a leader either a “good example or a bad example.”
2. Research your chosen leader, identifying **evidence** of his/her traits, styles, and leadership situations.
3. Write a **four-paragraph essay** profiling your chosen leader.
 - First, introduce your leader, and state why you selected him/her. Was their leadership effective or not effective?
 - Next, detect the traits and style of your leader, and why you chose that style for him/her?
 - Next, describe the leadership situation your chosen leader was in and so you chose for him that style?
 - Finally, conclude with a short description what is your personal leadership style and how effective it has been for you?

Best of luck..

Steve Jobs Leadership

Steve Jobs who was born in San Francisco in February 24, 1955 , is the Chairman and CEO of Apple Computers Inc. and arguably one of the world's most successful businessmen today. He founded Apple in the 1970s, got chased out by his own board of directors, but returned eventually as Apple's CEO. Since then, he has revolutionized the IT industry with his creations like the Mac Book, the iPod and the iPhone. Since his return, he has brought Apple Computers Inc. from a fledgling company to a global force to be reckoned with. due to the need for a liver transplant, Jobs took a break from his work since January 2009 and he died of respiratory arrest related to the tumor at age 56 on October 5, 2011. His leadership was very effective and I select him because he is one of those persons that commits a life time and soul towards creating something for the world, one of the few business leaders who have played an iatrical part in shaping the perception of the 21st century business leader and he also left quite a mark in the technology industry.

He is a Autocratic Leader because he has taken all sensitive decision personally doesn't depend on others. David (2010), said that Steve Jobs is supposed as autocratic leader since many individuals report to him directly agent for his will enthusiasm to hold all the strings in his hands. Also, Steve Jobs is a strong charismatic leader, he is exceedingly inspirational, likes using stories to motivate, and his passion for perfection is , Steve's charismatic personality has pulled Apple through crises, periods of change, and even compelled employees to work 90-hour weeks (joyfully) in order to meet seemingly impossible deadlines. Moreover, he is an Innovative Leader because 'Innovation distinguishes between the leader and the follower' , Steve Jobs has proved that by the year 2005 the company already had around 15,000 employees is the evidence of the successful leadership features which Jobs was able to use in his career making both him and his company successful. Steve Jobs is the model of a transformational leader. He clearly satisfies the four factors associated with this leadership style. As a cultural icon, Jobs' idealized influence is completely off the charts with his employees, suppliers, customers, the market, the media, and our entire culture

at large. As the spiritual leader of Apple and Pixar and a frequent speaker at numerous technology industry events, his is the image and the persona that many identify with inspirational motivation. As the technology visionary and the original author of "Think Different", he rates at the very top for intellectual stimulation. Throughout his 35-year career, Jobs has provided support, leadership, and coaching to countless technology and marketing people within the Apple, NeXT, and Pixar organizations. In reviewing market position, level of innovation, financial performance, corporate culture, media exposure, and customer feedback of both Apple and Pixar, the data clearly supports the finding that the organizations are achieving and surpassing their goals in every aspect and that much of this is owed to Steve Jobs. Jobs' leadership style and practices are indeed well aligned with both organizations' goals. Steve Jobs is a Perfectionist Leader. Jobs' perfectionism is seen through his vision of the company being not only a competitor, but the company which brings killing innovations into people's homes: he supposes that killing products bring killing profits. This is the expression of Jobs' striving for perfectionism and his ability to carry his ideas to his team who has to make them real. Steve Jobs is a Visionary Leader, Steve Jobs was a visionary and creative genius. His brilliance, passion and energy were the source of countless innovations that enrich and improve all of our lives. He had successfully set a vision, strategy and guided both Apple and Pixar on the right direction of making the absolute best products with a focus on quality and perfection, which enabled these companies to differentiate and proved that they are the best in business.

In addition to the above details in the previous paragraph that explained styles of Steve Jobs as my chosen leader, he was an unconventional leader. His leadership style wasn't the stuff of university textbooks - he wasn't known for his consultative or consensus building approach. He was a "high-maintenance co-worker" who demanded excellence from his staff and was known for his blunt delivery of criticism. Jobs exerted his control over every aspect of the business in the quest for perfection. Steve Jobs' control even extended as far as the design of the company bus and the food served at the cafeteria too. Employees were recruited into the company as specialists and put into

roles that made the most of their specific strengths and abilities. Steve jobs' is a classic example of where a singular purpose and dedication to an ideal have paid dividends. Too often consensus and group decisions strip away the creativity, imagination and driving purpose that is needed to create greatness and innovation.

As per the result of my leadership style test that I have been conducted through the received link from you, I am a democratic leader but from a personal perspective, based on extensive research undertaken, the lesson I'm taking away from this assignment is the importance of following your own vision. From the many books and articles that I read, I distilled the fact that Jobs has never worried much about what others think and what others want. One of his favorite quotes from Henry Ford states "If I'd have asked my customers what they wanted; they would have told me 'A faster horse'." While with most people, such blatant disregard for market needs, would surely spell out failure, in Jobs' case, his vision and innate sense of what is "next" has enabled him to build a tremendous success. Boiling down what I learned about Steve Jobs, and applying it to my own life, I would say that it is very important to achieve clarity on where I'm going, before engaging in the task at hand. And then, it is important not to allow anyone to "reason" their way into changing my course. There are always obstacles and "nay-sayers" – it is important to follow my own North Star. In conclusion, my final thought is that this Assignment, while taking the better part of two days to complete, has resulted in real learning that should have positive outcomes for my career and personal life.