



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Everyone's Smart University

Assignment 1 (Spring 2021)

Student Name..... اسم الطالب /بدر سعيد عبدالله ال محيا

Students I.D 2021201505..... الرقم الجامعي

Section

Master

Date

Thursday

18 / 02 / 2021.

Course Code

(PMG511)

PROJECT LEADERSHIP

Assignment (1) Leadership

Introduce your leader, and state why you selected him/her. Was their leadership effective or not effective?

I would like to select a leader who was mostly admired and have revolutionized how we hear music and a PC design, a person who is a founder of Apple, Steve Jobs.

Reason behind choosing Steve Jobs and not other is because they are lots of born leaders on the earth but very few made leaders who have poor education and financial background. Steve Jobs not only had both the problems but also faced parental problems and yet he gave us a wonderful life.

Steve Jobs leadership style brought an effective change in the world of business.

Detect the traits and style of your leader, and why you choose that style for him/her?

Basic and obvious traits of Steve Jobs:

- He was Passionate
- He was Confident
- He was Rebellious
- He was Ambitious

“Steve Jobs leadership style was **autocratic**; he had a meticulous eye for detail, and surrounded himself with like-minded people to follow his lead.” **Richard Branson**

His artistic awareness, his 'meticulous eye for detail,' was definitely a guiding factor in the success of Apple. In the middle of a landscape of fast-growing electronics firms, Apple made its simplicity very distinctive—a brainchild of Employment and its creative flair.

Describe the leadership situation your chosen leader was in and so you choose for him that style?

Steve Jobs is always well recognized for his unbelievable accomplishments in heading the whole consumer device and telecommunications sector. Yet he is still keenly remembered as a poster boy, and it may often be best that happens to you to make errors — and even to struggle.

Workers died on Wednesday following years of health issues, possibly owing to a struggle against cancer.

He died after he had been forced to give up his role as CEO of Apple owing to continuing health issues. He remained as the business chairman. When he handed the reins of the organization to Tim Cook, his second guide, Jobs had been one of the biggest comeback children in the business world.

The organization from which he formed was red, and then returned from becoming a technology pioneer. Under the intensely thorough leadership of Jobs, Apple produced numerous iconic devices, like the iPod, iPhone and iPad, that have often changed the face of consumer technology.

Conclude with a short description what is your personal leadership style and how effective it has been for you?

My personal leadership style is Democratic style. It is effective for me in a way as I provide direction and guidance, welcome workers' suggestions and consider their beliefs (although I'm making the final decisions).