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Project leadership

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Many famous leaders leave legacies due to their contributions to achievements. However, success depends on the leadership styles and traits employed by the leaders. Different leaders apply varying leadership styles, such as democratic, participative, autocratic, and transformative (Turner et al. 2000). Richard Branson is a renowned business leader, who applies democratic, transformational, and participative leadership styles, which explains his success in the Virgin Group.

Richard Branson is the figurehead to many companies under the Virgin Group, and he has been considered one of the most effective and successful leaders. Branson applies valuable leadership skills and styles to achieve the success and profitability of his multiple groups of companies, including hotels and airlines. Branson is a good leader because he applies a mixture of democratic, transformational, and participative leadership. Therefore, Branson's leadership is highly effective because he consolidates various styles.

Some of Branson's character traits include being charismatic and having an entrepreneurial spirit. The latter helps in employing his business skills to motivate, educate, and mentor others. Branson thinks differently and uses a hands-on approach to addressing problems. Branson's decision-making skills and his eye for talent have helped in embracing mentorship. Therefore, Branson's leadership balances the line between empowerment and acting as an example.

The situation where Branson decided to expand the companies under Virgin Atlantic, such as Virgin Atlantic holidays, was based on transformational leadership. The main objective

was to help transform the traveling and vacation experience all under one umbrella. Hence, his trajectory was inclusive and strategic, making it a successful venture.

Personally, the most effective leadership style is democratic, which promotes teamwork. Democratic leadership provides an opportunity for empowerment and brainstorming of ideas, which helps others learn from the team. Therefore, the end products of projects completed through teamwork are more effective as they consider all possibilities and eliminate faults.

Leadership styles and skills are important for effective project or organizational management. However, different leaders apply different leadership styles based on their end goals and personality traits. Richard Branson is a modern leader in the business world, who is considered a mentor and a role model.