



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

Introduction:

The founder of Beauty by Mary Kay with noble goal and vision to empowering women was the American lady Mary Kay Ash. Women looked at her as hero, she has started her business with 5000\$ only where she bought skin care receipt and employed her friends as sales at first, and within 2 years she was able to grow her business and employed 3000 females as consultant. At that time, it was rare for the



females to find fare jobs where they treated equally comparing to the males and in positions that complemented with their families (1). In 30 years, the stores of the company were opened in ten countries, and more than 1,6 million people worked at her company (2). This proof that her leadership was effective and inspired a lot entrepreneurs in the management field till now.

Mary Kay Traits and Leadership Style:

Mary Ash Kay had the **transformational/visionary** Leadership style. **She was powerful, sensitive, and understanding people** all in the same time which led to this success. She had a clear goal, which was creating a profitable business that also empower women and giving them a fare opportunity. She focused on supporting her team and gave them the faith in themselves and the organization.

Her system was making her team work as independents in selling Beauty by Mary Ash product and earn money as much as they can without sitting a constraint on the way this is done to enhance the innovation in them. However, she would train them to improve the performance and give advises to lead them to the success path (3). Ash was a great example for motivation, she was rewarding the employees who fulfill specific requirements a pink Cadillac. Employees appreciated this reward not because of the idea of the expensive car, but they saw it a symbol of trust and worth in the company which lead them to achieve more and make profits to the company.

Inspiring Leadership:

Ash started as a salesperson for Stanley Home Products, hosting parties to encourage people to buy household items. She was so good at making the sale that she was hired away by another company, World Gifts, in 1952. Ash spent a little more than a decade at the company, but she quit in protest after watching yet another man that she had trained get promoted above her and earn a much higher salary than hers. (4)

These situations she went through made her the transformational leader we see today. Ash focused on setting a positive vision on the future, and team member were excited and inspired by her to achieve the same goal. She did make the change in the business and had a hand in increasing the value of the females working power.

My Leadership Style:

For me as female engineer, Ash leadership style and business path is a great inspiration. Hoping one day I will be able to encourage and give more opportunities for female engineers in Saudi Arabia same what Ash did to her working field. It would be effective for engineers, because it gives them a space to be innovative and responsible. Furthermore, motivation and understanding other needs is a key for the success and the team loyalty.

References:

- [1] About Mary Kay. (n.d.b). *MK Milestones: Enriching Women's Lives*. Web.
- [2] Ash, M.K. (2009). *The Mary Kay way: Timeless principles from America's greatest woman entrepreneur*. Hoboken, NJ: John Wiley & Sons.
- [3] Howell, J. P. (2013). *Snapshots of great leadership*. New York, NY: Routledge.
- [4] Ash, Mary Kay (1994) *Miracles Happen: Mary Kay Ash The Life and Timeless Principles of the Founder of Mary Kay Inc*. Harper Collins Publishers, New York, ISBN 0-06-092601-5; autobiography