



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Everyone's Smart University

Assignment 1 (Spring 2021)

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Section

Master

Date

Thursday

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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..

الواجب الاول

خلال دراستنا في مقرر القيادة في المشاريع، تعلمنا ما هو الفرق بين المدير والقائد، أضف إلى ذلك أننا تطرقنا أيضاً إلى سمات وأنماط القادة والقيادة.

في واجبنا الأول، ستقوم بالبحث والكتابة **عن قائد مشروع من اختيارك**. ضع في اعتبارك سماته وأساليبه وأنماطه واكتشف أي من المواقف المختلفة لقيادته في مؤسسته أدت إلى اختيارك إياه.

مهمتك هي:

1. حدد قائداً أياً كان "مثالاً جيداً أو مثالاً سيئاً للقيادة".
2. ابحث عن القائد الذي اخترته، وحدد الدليل على سماته وأنماطه ومواقفه القيادية.
3. اكتب مقالاً من أربع فقرات يصف القائد الذي اخترته:
 - أولاً، قم بتقديم قائدك، واذكر سبب اختيارك له / لها. هل كانت قيادته فعالة أم غير فعالة؟
 - ثم بعد ذلك، اكتشف سمات وأسلوب ونمط قائدك، ولماذا اخترت هذا الأسلوب أو النمط له / لها.
 - بعد ذلك، صف الموقف القيادي الذي أثر بك وجعلك تختار الحديث عن هذا القائد. وأن لهذا السبب انت اخترت له هذا النمط القيادي.
 - أخيراً، اختتم بوصفاً موجزاً لأسلوبك الشخصي في القيادة ومدى فعاليته بالنسبة لك.

مع تمنياتي بالتوفيق....

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Jeff Bezos

Jeffrey Preston Bezos born January 12, 1964, is an American internet entrepreneur, industrialist, media proprietor, and investor. He is the founder and CEO of the multi-national technology company **Amazon**. He is the richest person in the world according to the **Forbes Real-Time Billionaires** ranking. Born in Albuquerque and raised in Houston and later Miami, Bezos graduated from Princeton University in 1986. He holds a degree in electrical engineering and computer science. He worked on Wall Street in a variety of related fields from 1986 to early 1994. Bezos **founded Amazon in late 1994**, on a cross-country road trip from New York City to Seattle. The company began as an online bookstore and has since expanded to a wide variety of other e-commerce products and services, including video and audio streaming, cloud computing, and artificial intelligence. It is currently the world's largest online sales company, the largest Internet company by revenue, and the world's largest provider of virtual assistants and cloud infrastructure services through its Amazon Web Services branch.

Bezos used what he called a "regret-minimization framework" while he worked at D. E. Shaw and again during the early years of Amazon. He described this life philosophy by stating: "When I'm 80, am I going to regret leaving Wall Street? No. Will I regret missing the beginning of the Internet? Yes." During the 1990s and early 2000s at Amazon, he was characterized as trying to quantify all aspects of running the company, often listing employees on spreadsheets and basing executive decisions on data. To push Amazon forward, Bezos developed the mantra "Get Big Fast", establishing the company's need to scale its operations to produce market dominance. He favored diverting Amazon profits back into the company in lieu of allocating it amongst shareholders in the form of dividends. Bezos uses the term "work–life harmony" instead of the more standard "work–life balance" because he believes balance implies that you can have one and not the other. He believes that work and home life are interconnected, informing, and calibrating each other. Bezos does not schedule early morning meetings and enforces a two-pizza rule—a preference that meetings are small enough for two pizzas to feed everyone in the board room. When interviewing candidates for jobs at Amazon he has stated he considers **three inquiries**: can he admire the person, can the person raise

the common standard, and under what circumstances could the person become exemplary.

I consider Jeff Bezos **as excellent leader** Because of his ability to innovate and envision, he had been able to help his company grow and expand over time.

Jeff Bezos transform his company; he looked and still searches for ways to become innovative. He is a leader known for planning and delivering results through creativity. With Bezos' long-term goals and the public's needs and wants, a connection is made to help serve customers. Bezos is known to be a transformational and task-oriented leader. **Bezos has five qualities leadership** and that why I choose him as excellent leader:

- Firstly, Bezos always takes a long-term look at his goals. Every phase in Amazon's timeline always involves serving customers, meaning that it will be involved with every vision regardless how big or small it is.
- Then, he says he enhances his line of thinking while making messages simple to the public. Strong communication is the result of deep thinking, and if you cannot explain your message clearly enough, then expect mistakes. Bezos suggests a mental technique such as the Feynman Technique to help you understand a topic better.
- His next quality is that he sticks to laid-out plans and goals in spite of problems and obstacles that may arise. When criticism inevitably comes his way, a clear plan helps to stay the course.
- Next, Bezos stresses that knowing his market is important to him. Any new businesses needs an established market to guarantee that services or products will sell. It is better to have a mediocre product for a huge market than it is to have a good product for no market.
- Bezos never misses the chance for casual self-promotion. It's important to always have the chance to promote a company or product, but practicing your delivery is key. Bezos has practiced that pitching must feel natural instead of sales-y to the public.

Finally, I feel that my leadership style is mixing of Coaching, Affiliative Leadership, and transformational leadership styles. As a leader, I am trying to apply different style based on situation and condition of the work, project, team, and environment. In urgent work situation for example, the coaching style is not effective well, so better to apply other leadership style to achieve the objectives.