



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Everyone's Smart University

Assignment 1 (Spring 2021)

Student Name: ر هف عبدالرحمن الشهري :اسم الطالب Rahaf Abdulrahman Alshehri

Students I.D: 2021201817

الرقم الجامعي: 2021201817

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 الانجليزية
- 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

Oprah Winfrey



Leadership is about empathy. It is about having the ability to relate to and connect with people for the purpose of inspiring and empowering their lives.

- Oprah Winfrey

If there ever was a true, rags-to-riches story that stands as a testament to the fact that bold leadership can achieve great things, it would be the story of this little black girl who influenced me her strength and determination to achieve her dreams. I see her as a source of inspiration and an icon of a successful woman leader with great and effective leadership skills. I chose her because I wanted to study the career of such leader, who started his career from scratch and reached to the highest peak on success.

“Her basic leadership style is unparalleled and incredibly effective.” Scott Testa

Oprah Winfrey is uniquely able to inspire her team and execute her vision while maintaining mass appeal. She is a remarkable businesswoman. She is an inspiring host and speaker; her charismatic leadership style is known to draw people towards her vision. As a great leader, she never fails to influence people with her inspiring thoughts. [1]

Oprah's traits and styles

Transformational/ Visionary: Transformational leaders like Oprah serve to transform our lives for the better. She has vision, motivator person and supporter especially for human rights, women and the poor people. She has integrity, defines clear goals, encourages clear steps to communication and expressive.

This style and traits fit with Oprah as she is caring of her employees and known to lavish her team praises and vacations and gives handpicked gifts to top staff members. [2] She Established institution of the family for better lives to protect and help the families. [3] In addition, established Oprah Winfrey Leadership Academy for Girls – South Africa inspired by her own disadvantaged childhood, Winfrey stated that she founded the Leadership Academy to provide educational and leadership opportunities for academically gifted girls from impoverished backgrounds in South Africa who exhibited leadership qualities for making a difference in the world. [4] One of Oprah's principal strengths as a leader has been creating a vision of her success.

Charismatic: She is enthusiastic, self-confident, risk taker leader and makes everyone believes that the future will be better.

This style and traits fit with her due to her motivational speeches and books about life, management and leadership reflect her confidence. She speaks and we listen without one ounce of authority over us; this is pure influence and authenticity at play here people! We do this because she brings a level of integrity, credibility, charisma and emotional intelligence that is hardly surpassed. [1] She is willingness to be bold and take risks in her life. Otherwise, will not be successful as she is.

Inspiring leadership situation

Oprah Winfrey is undoubtedly a superior leader. She went through many tough times and hard childhood of sexual assault and poverty and came out positively and with great success. She struggled to succeed and was able to lead one of the greatest TV Show in the world (The Oprah Winfrey Show). which would not have succeeded without her leadership qualities. She is a source of inspiration for many followers and has supported many communities causes through her TV show.

She is not only dreams up a vision, but also communicates it with her team with clarity and then inspires them to help her see it through. Motivating her staff comes naturally for her, and this is one ability that is often considered the best in her list of best leadership practices. [2]

My personal leadership style and its effectiveness

Based on Kurt Lewin's Leadership Styles Framework model. [5] I lean toward a democratic or participative style of leadership. which means I tend to set the parameters for the work and participate with team members, but I have the final word.

I think it is effective in giving the team a space for creativity, collaborative workplace and exchange of views and helps in creating a cooperative atmosphere among the members, but this style needs a team with same level of knowledge to avoid taking too much time of work and making decision.

References

- [1] "Oprah Winfrey – Leadership Style & Principles," Geeknack, 27 11 2020. [Online]. Available: <https://www.geeknack.com/2020/11/27/oprah-winfrey-leadership-style-and-principles/>.
- [2] "8 Oprah Winfrey Leadership Style Secrets," 18 8 2015. [Online]. Available: <https://www.josephchris.com/8-oprah-winfrey-leadership-style-secrets>.
- [3] "Who is Oprah Winfrey," 21 3 2018. [Online]. Available: <https://www.biography.com/media-figure/oprah-winfrey>.
- [4] "Reaching out: South African school for girls born out of Oprah's need to "feel" a connection.," *The Chiicago Sun-Time*, 2 1 2007.
- [5] "What's Your Leadership Style?," Mind Tools, [Online]. Available: <https://www.mindtools.com/pages/article/leadership-style-quiz.htm>. [Accessed 2 2021].