

# Leadership

- Leadership is:
- “A relationship through which one person influences the behaviour or actions of other people”
- “Management is the efficiency of climbing the ladder of success; leadership determines whether the ladder is leaning against the right wall” S.R. Covey
- Leadership is key to the success of any organisation

# Summer Task - Overview

- This task is your introduction to A-Level Business Studies. You have the whole of the summer holiday to prepare a **Business Report** comparing the Leadership styles and effectiveness of two chosen business leaders.
  - Business Leaders could include:
    - Richard Branson (Virgin)
    - Jeff Bezos (Amazon)
    - Richard Reed (Innocent Smoothies)
    - Mark Zuckerberg (FaceBook)
    - Dave Lewis (Tesco)
    - Sir Anthony Bamford (JCB)
    - Michael O'Leary (Ryan Air)
    - Tim Cook (Apple)
    - **Or you can choose a leader from a company you are particularly interested in.**
- Credit will be given for use of supporting evidence to support your evaluations.

# Business Report Sections

## (Use these headings)

- 1. Introduction-** Select and describe 2 Business Leaders (CEO-Chief Executive Officers) explain which companies they manage.
- 2. What leadership style they use** .Define and describe their leadership styles. (Research what is meant by autocratic, paternalistic, democratic and laissez-faire) (Try and use real examples)
- 3. The effectiveness of their leadership styles** (what have they done well? Have their been mistakes?)
- 4. Conclusion** Compare the suitability and effectiveness of their leadership styles

# Summer Task – Final Details

- You must hand in your business report in the first week. (No more than 4 pages)
- This will be an assessed piece of work.
- You will be expected to provide a detailed bibliography to accompany your report.
- If you have any questions, you can e-mail Mr Gill or Mrs Boden for confirmation or advice:
- [agill@wadebridge.cornwall.sch.uk](mailto:agill@wadebridge.cornwall.sch.uk)
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