

A Level Business – Lesson 1

Leaders

A word cloud centered around the word "Leadership". The word "Leadership" is the largest and most prominent, written in black. Surrounding it are various other words in different colors and sizes, including: "Appreciation" (purple), "Strategy" (orange), "Humility" (light blue), "Commitment" (green), "Responsibility" (red), "Listening" (blue, vertical), "Integrity" (red, vertical), "Honest" (blue), "Communication" (light blue), "Values" (blue), "Purpose" (green), "Determination" (red), "Passion" (orange), and "Principles" (purple).

Leadership

Appreciation Strategy Humility
Commitment Responsibility Listening
Integrity Honest Communication
Values Purpose Determination
Passion Principles

Aims of this lesson

1. Explain the role of a Business Leader
2. Introduce a theory of management style, which can be used to categorise behaviours
3. Research key business leaders to determine the characteristics that have/did make them successful

This information relates to Unit 2, which forms parts of the Year 12 work. These taster lessons are representative of work undertaken at Business A –level. You need to understand the purpose of something, look at key theorists and then make judgements about real business issues, in this case leaders.

The Role of a Leader

Leaders set **the vision** for what the business wants to achieve and how it is going to be achieved. Typically they will be **constrained** by the financial resources they have, the experience/skill/motivation of their workforce, the level of competition and the legacy's left by previous leaders.

Good leaders will be able to **set clear aims** which are then **clearly communicated** to stakeholders, engaging their trust and therefore more likely to ensure that the aims can be achieved. Different businesses require different leaders and different times may require different leaders.

Activity 1:

Watch the 2 different videos

<https://www.youtube.com/watch?v=Z-pTOXDYvDM>

They have very different leaders as they require very different things from their staff.

<https://www.youtube.com/watch?v=Jk-xqPKOxl4>

List the differences

Activity 2: Research Business Leaders

To do well in Business A level, students need to be familiar with a range of businesses, current issues and their leaders to add depth to essays and to illustrate points that are being made.

When researching a leader, look to make comments about their:

- Management style
- ability to inspire staff
- ability to achieve aims and drive them forward
- ability to deal with change either crisis (Covid) or as the business grows from small to large
- Are they always successful or only in some circumstances.

You will not be able to answer all of the above suggestions for each leader but should guide you as to the type of information you are looking for.

Leader Research

There are 5 contrasting leaders on the next 4 slides. For each use a separate sheet of A4, which you can keep in your business file. You will use these leaders to add depth to your essays to illustrate your points.

Head each sheet, with the name of the leader, his business. Using the guidance on the previous slide make bullet points about how his behaviour has influenced the success (or not) of their business.

Aim for 6 bullets per leader. (as you go through year 12 you will be adding to these leaders – hence the need for 1 per page)

Activity 2.1: Richard Branson



Pre Covid Richard Branson was always considered one of Britain's best Business leaders. Research why.

During Covid he was heavily criticised, find out why. Was he the right leader in these circumstances?

<https://www.youtube.com/watch?v=Fy4IYDN1gz4>

Activity 2.2: Travis Kalanick



Travis Kalanick founded Uber

Activity 2.3: Mike Ashley



Founder of Sports Direct

Activity 2.4: Tim Cook & Steve Jobs. Both have been CEO's of Apple and have very different styles.



Activity 2.5: Elon Musk



- Management Style