Examples of Leaders

## Steve Jobs – Apple

Power culture? Innovative culture?

Key decision maker

Credited with saving apple and creating its culture through recruitment of ‘the right kind of person’ i.e. innovators

<http://estream/View.aspx?ID=7860~4v~6fmSEM77>

Autocrat

## Richard Branson

<http://www.bbc.co.uk/programmes/b042ctq3>

“Screw it, Let’s do it!”

Paternalist

Guess the culture…….

## Jack Welsh – General Electric

Turned GM from a £ multi million company into a £ multi billion company.

Invested in people. Expected a lot from workers and rewarded them with opportunity and progression. Tried to create a ‘family’ of workers incl schools / healthcare etc.

<http://www.youtube.com/watch?v=l5GryYk5hV8>

Paternalist

## Harriet Green – Thomas Cook

<http://www.thisismoney.co.uk/money/markets/article-2608554/HARRIET-GREEN-INTERVIEW-Im-bit-like-Bunsen-burner-lots-heat-Meet-powerhouse-Thomas-Cooks-tenfold-rise-share-price.html>

Works tirelessly and has been credited for the turnaround of T Cook’s near collapse.

No background in tourism, but clear strategist.

Paternalist

## Howard Schulz – Starbucks

Extremely hardworking. Investor in his workforce. Workforce loyalty is very high due to his influence.

<http://www.youtube.com/watch?v=UKIejFMRPkM>

Paternalist

## Tim Cook – Apple

Took on Apple after Jobs. Less autocratic; still innovative powerhouse.

Apple losing market share and profitability.

Democrat

## Rupert Murdoch – Newscorp

He is still leading a hugely successful media consortium, despite allegations of bribery and corruption.

Did his bribery and corruption help the culture? Did their culture develop despite his unethical behaviour?

Autocrat

## Paul Flowers – The Co-Op Bank

The business has a strong ethos (culture) of ethics ”The UK’s Ethical Bank”. Led by aims and objectives and past visionaries.

Flowers is the opposite of all this stands for and has damaged the firm.

Flowers was also key in the merger with Britannia Building Society. Failed.

Will the bank survive? Are its failing due to Flowers or other things too?