

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 detailed presentation 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)
- Credit will be given for use of supporting evidence to support your evaluations.

Summer Task in more Detail

- Select and describe 2 Business Leaders
- Define and describe their leadership styles
 - Use examples where appropriate
- Evaluate the effectiveness of their leadership styles
 - Use supporting evidence where possible
- Compare the suitability and effectiveness of their leadership styles

Summer Task – Final Details

- Your first task in A-Level Business Studies will be to present your presentation (min. 5 minutes) to the rest of the class. This will be an assessed piece of work.
- You will be expected to provide a detailed bibliography to accompany your presentation.
- You are also expected to have detailed notes to accompany your (power point) slides.
 - Credit will be given for presentation style
- If you have any questions, you can e-mail Mr Gill or Mrs Boden for confirmation or advice:
- agill@wadebridge.cornwall.sch.uk
- aboden@wadebridge.cornwall.sch.uk