

Steve Jobs as a leader

Steve Jobs was one of the most successful business man in recent past. He was a founder of Apple Inc and He has become an example to all entrepreneurs as a great leader.

Ethical leadership style of Steve Jobs

Ethical leadership means that use the ethical values as a guide to lead subordinates. Ethical leaders show strong personal character, passion to their work, consider all stakeholders' interests, follow the organizational values (Keen, 2012). This study discuss ethical leadership style of Steve Jobs. He was a persistent leader and he had clear vision where he need to bring his company. Good leaders influence to his followers' ethical behavior by being an example from his own life.

Early days of Steve Jobs in Apple, He was labeled as more autocratic person. However once he resigned from Apple he had opportunity to develop his leadership skills by working with other companies. Then he returned to Apple he had become more open minded, democratic and developed his personal relationship skills. Further he has shown ethical leadership qualities such as credibility and integrity. He had admitted some of mistakes of Apple products. One of press conference he said "Apple is not perfect and phones are not perfect" regarding an issue of iPhone 4. He took a responsibility of mistakes even though it could negatively affect to the sales of the products.

Steve Job's net worth has estimated as \$ 10.2 billion and he was among the top20 most powerful people in the world (Forbes, 2011). However he has shown very simple appearance and down to earth behavior. Further he maintained ethical behavior when develop applications. Once he refused to include applications related to pornography to iPhone. On the other he tried to create pleasant working environment in Apple manufacturing company in China. When it was reported many suicides in Apple phone manufacturing company in China (Foxconn), Steve Jobs took corrective actions to reduce the working hours and force to give enough breaks to workers (Isaacson, 2012). These incidents reveals the ethical leadership qualities of the Steve Jobs. According to his behavior he can be identified as a democratic leader who allow to team members provide inputs.

Evaluating Steve Jobs' leadership style

Most often Steve Jobs is described as a visionary leader. He founded Apple with his high school friend in 1976, and he was effectively fired in 1985. Then he returned to Apple Inc in 1997 with clear vision. Within three years, Apple became one of the biggest public listed companies in USA, market value of Apple share price has reached to \$ 351 billion which was \$ 5 million in 1997. Steve Jobs' vision was to bring the best personal experience to customers through technology and innovation.

He also has been identified as a transformational leader who influences his followers to think innovatively and being visionary to transform the company performance. According to Riggio, R and Bass, B (2006), transformational leaders have four qualities such as idealized influence, inspirational motivation, individualized consideration and intellectual stimulation. When it comes to intellectual stimulation, Steve Jobs encouraged innovation among his employees. He turned innovative ideas to technology successfully with his employees and he influenced to develop the digital technology that we experience today. Once he rejoined to Apple in 1997 he gathered top 100 people of the company and brainstormed what they were going to do next (Luthans, 2008). Further he inspired employees through his speeches and kept them motivated to achieve their goals. That can be identified as also a charismatic leadership quality of Steve Jobs. Further employees of Apple were pushed to bring best capacity of them. He communicated with other people in a different way compared to other leaders. It was shown when he launched a new product and he had the ability to get the attention of the audience. Once he launched a new iPad from his home by sitting on a sofa and he created a scenario which helped viewers to imagine how to use the product (Zenger, 2013). Further he was not afraid to show or talk about his personal feelings, opinions, experiences and failures and it was shown his self-confidence and charisma. Further he inspired everyone by achieving great things while fighting with cancer in the latter part of his life.

Further he was a very powerful person in Apple Inc. He has a legitimate power as a CEO and also he has expert and referent power (Robbin, Judge, and Vogra, 2014). When he was a CEO of Apple, success of the company was highly dependent on him. He was famous for being petulant, impatient and tough with people he worked. He always wanted the perfection and he pushed others to achieve the perfection. He always preferred to work with the best. That kind of attitude was shown the coercive part of his character. He never became a slave of pressure groups. Once a reporter asked him

whether it is needed to do a market research to identify the customers' requirements. He said "No, customers don't know what they know until they see it" (Isaacson,2012).

Steve Jobs has shown unique leadership style which was mixed of many leadership traits. Anyway basically he can identified as a visionary and transformational leader considering his influence to Apple inc and also modern technology of the world. However there are lot that corporate leaders and entrepreneurs can learn from Steve Job's character. One of the most important things are self-confidence and determination. He was a college dropout but managed to build up a new business. Latter he was sacked by his own company but his goals were never changed. He always tried to find a new opportunity. After he rejoined to Apple he could to do revolution in digital technology. He worked even he was suffered from cancer. Therefore he will be inspired many future generations as a great leader and entrepreneur.

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