

Good essay about team and leadership

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Three Characteristics that make Sir Richard Branson an excellent leader

I will observe what makes Sir Richard Branson an excellent leader. The foremost characteristic of Mr Branson is his ability to inspire the subordinates. The calm demeanour speaks for itself and his knack of looking for visionary employees' acts as an important element in his leadership style. Furthermore, he is not autocratic which makes him popular among people and eventually dismantles all barriers to communication.

The success of his businesses is a testimony of his vision and his approach towards innovation and product development. Furthermore, besides being composed, he is not afraid to take risks and simply shun away any fear of failure. Enthusiasm and a sense of character to go all out is a feature of managerial affairs in his enterprises.

Other People views on Sir Richard Branson Leadership

Based on a study on Sir Richard by Michael Walenius and Daniel Westerstål in 2010, the authors stated that the approach of Sir Richard Branson which is inspirational and brave, this sets him apart from others.

They further point out that his intuitive ability to analyse different situation and opportunities is exemplary.

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In addition, the will to take challenging projects and eventually making it successful is another hallmark of the effective leadership quality that he exhibits.

Furthermore, it is also asserted that Sir Richard Branson is a genuine

individual who has a caring attitude and has a firm self-belief to translate his dream into reality.

Legacy

The most significant organizational legacy that Sir Richard Branson will leave is the aspect of Innovation and Risk taking which helped him and his empire to not only sustain but also grow in a profitable manner.

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References

Michael Walenius and Daniel Westerstål (2010). The Leadership style of Sir Richard Branson. Retrieved from <http://michael.walenius.com/?p=141>