

# Renn zaphiropoulos essay sample

Psychology, Success



### 1. Which is Renn leadership/management style?

Renn has used an affiliative management style with his employees, with a high level of structural and social behaviour. His social behaviour is expressed in a highly personalized approach to his employees by opening communication without accenting statuses and titles, maintaining personal relationships with all his employees and giving high level of liberty and independence to his employees so they could define necessary measures and actions by themselves to fulfil the goals set. His structural behaviour is expressed by fixing clear goals and being result-oriented.

### 2. How does he do to influence and persuade people?

Renn's main method of influencing people is to put them in such frameworks and under such conditions, where they can function autonomously and efficiently. He neglects commanding style of management and make his best efforts to create the harmony between employees by communicating with them personally and providing maximum support and motivation and strengthening connections between people from different departments and functional areas of the organization. Being "personable" with his employees he inspires people with trust and makes them follow him without forcing or commanding them.

### 3. What is he trying to achieve?

His main task is to create a management system which will function almost autonomously and all employees will aim to achieve common goals of the company without special control actions taken by the management. Open

communication between the employees of all levels and functional areas is a must, which will allow reducing number of potential conflicts in the organization, as all employees will work towards achieving the same strategic targets and will be able to talk about their problems and doubts whenever they appear.

#### 4. What makes him successful?

His main traits as a leader and as a person – energetic, enthusiastic, open, emotionally involved in his employees lives and work, result-oriented, able to understand people's feelings and find the right words to motivate and persuade them, which demonstrates perfect psychology knowledge – make him extremely successful as a manager.

Renn realizes that people are the main power of the company and he spends most of his time and efforts to managing intercommunication relations and ensuring that all employees are comfortable with what they are doing and in which conditions they are performing their functions. He created friendly, open and informal atmosphere within the company, which presented perfect conditions to work within, assured all employees to freely express their ideas and views, kept them devoted and loyal to the company and ensured the alignment of their personal goals with the company's goals. Moreover, his personal interest and involvement and his strong belief in the goals sets and the company itself highly encourage employees and present the best motivation.

**\*\*No sources are used except the actual business case.**