

A living person leadership style



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Leadership In July 2009 Ursula M. Burns was appointed as CEO of Xerox Corp. She is among world most influencing executives and among 75th most powerful women of business world. She is an American African and single mother of three children she replaces a lady on this post (Alleyne). She also provides leadership counseling to FIRST, National Academy Foundation etc. She is asked by President Obama to lead White house national Program STEM and appointed as vice chairmen of President Export council. She is among board of director at Xerox and American Express Corporation. She possess all the qualities of a leader as she has a vision , managing power , influencing abilities , can work under pressure , turn the company's falling stock prices to move up etc. Confidence Her confidence and believe on herself was one of determinant factors not in her career but also in personnel life. How confidently she recovered from the disease was similar to how she turned falling stock price to move up on the board. She has the skills to fix the problem in tough situation from failing company she developed company's reputation of customer oriented, technically focused and change agent (Alleyne). Dedication Burns has been given many different position in the company at different times through which she learned almost all major product development , which helped her to focus more on the smallest low performing products to how to expand globally. Long term Approach Whenever a firm faces loses its first step is to reduce cost but how to do it efficiently, so that firm efficiency is not at risk, is an art. Before Burns took the post thousands of employees were lay off, but this time Burns out sourced its largest manufacturing unit with 5000 jobs to Flextronics International (Alleyne). In this way company maintained its valued work force and product efficiency with maintaining low cost. To keep firm competitive

she acquired Affiliated Computer Services which will help firms expand globally and increase sales. Communication Burns is life time employee at Xerox from internship to CEO during which she has developed very good relationship with other employees. It helps her in communicating her views and ideas to the management and getting feedback she believes in open communication. Anyone can suggest something good for company (Alleyne). She always welcome criticism she ask her employees to speak without hurting other's feeling. Motivation To get the company out of losses and become customer centered first of all employees need to be satisfied and motivated. They should be listened and well paid according to their performances. She encourages employees to take risk and not be afraid of failures of risks. She motivates people by telling them what are her expectation and what priorities are related to project. Employees are given a sense of importance at Xerox that they are most valuable stake holder for the company , only they can make project successful to firm profitable. She believe in people that's why she assigned an important project of development of fax technology to newly hired manager. Burns Modesty Burns never likes publicity without doing something positive to firm. She wanted to be recognized with her differential contribution made toward the company . If people think that her company provides excellent products and services , its stock prices are rising , investors are keen to invest in it (Alleyne). Then only she like to receive public appreciation and praised. Education Burns degree in Mechanical engineering helped her in every post from executives to president of business group operation managing human resource and IT (Alleyne). Reference Alleyne Sonia “ Unduplicated Success” Blackenterprises. 01 February 2010. Web. 11May 2011.

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