

Business Leaders Presentation

BMA-IBT-4: Analyze and integrate leadership skills and management functions within the business environment.

Learning Objective: Students will be able to identify leadership skills in the business environment.

Ethics Statement: Students will model work readiness traits required for success in the workplace including teamwork, multitasking, integrity, honesty, accountability, punctuality, time management, and respect for diversity.

Directions:

1. Research a Business Leader (or pick from list), you will have 5 class periods to complete project.
2. While researching answer the following questions:
 - a. Where did they grow up and in what circumstances?
 - b. Where did they go to school and for how long?
 - c. What are some leadership skills/qualities they possess?
 - d. What is a noteworthy quote from this person?
 - e. What have they accomplished?
 - f. What do they contribute their success to?
 - g. Do they have a morning routine or any rituals they practice daily?
3. Make a list of the references from which you got this information.
4. Create a Google Slides presentation based on the information you found and following the set of guidelines (rubric) listed below.
5. Progress Check will be given on Tuesday, November 19th at the beginning of class. You must have Slides 1-5 complete.
6. **Due on Thursday, November 21st by the end of day.**

Business Leaders Presentation Rubric

Requirement	Possible Points	Total Points
1 Title Slide with the name of the leader, a picture of the leader, and your name with standard.	10	
2 slides of personal information/background (where they came from, education) about the leader.	20	
3 slides defining a leadership skill they possess (one on each slide) and an example of how they have demonstrated that skill	20	
1 slide including a quote from this leader.	20	
3 slides of their accomplishments	10	
1 Summary slide of why you picked this leader.	10	
1 Last slide should include references for the websites that you used in your presentation.	10	

Total (12 slides minimum)	100	
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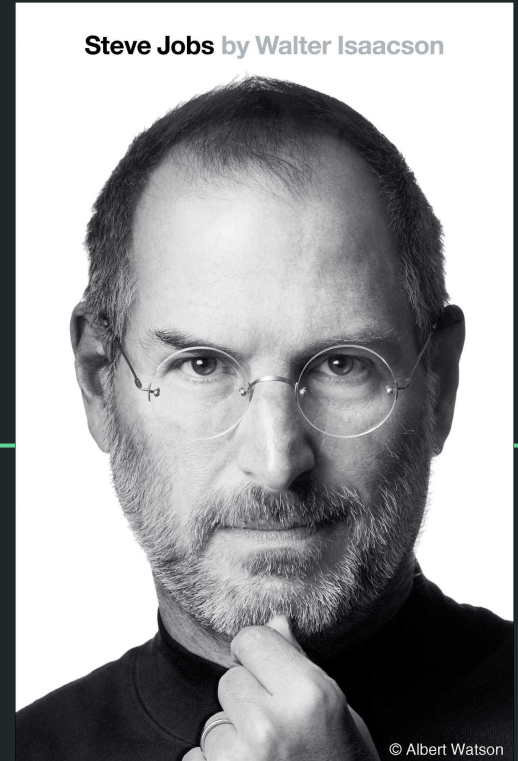
Some business leaders, past and present, include (but are not limited to):

1. *Samuel M. Walton Wal-Mart*
2. *Walter E. Disney Walt Disney*
3. *William H. Gates III Microsoft*
4. *Henry Ford Ford Motor*
5. *John P. Morgan J.P. Morgan Chase*
6. *Alfred P. Sloan Jr. General Motors*
7. *John F. Welch Jr. General Electric*
8. *Raymond A. Kroc McDonald's*
9. *William R. Hewlett Hewlett-Packard*
10. *David Packard Hewlett-Packard*
11. *Andrew S. Grove Intel*
12. *Milton S. Hershey The Hershey Co.*
13. *John D. Rockefeller Sr. Standard Oil*
14. *Thomas J. Watson Jr. IBM*
15. *Henry R. Luce Time-Life Publications*
16. *Will K. Kellogg Kellogg*
17. *Warren E. Buffett Berkshire Hathaway*
18. *Harland Sanders Kentucky Fried Chicken*
19. *William C. Procter Procter & Gamble*
20. *Thomas J. Watson Sr. IBM*
21. *Asa G. Candler Coca-Cola*
22. *Estee Lauder Estee Lauder*
23. *Henry J. Heinz H.J. Heinz*
24. *Daniel F. Gerber Jr. Gerber Products*
25. *James L. Kraft Kraft Foods*
26. *Steven P. Jobs Apple Computer*
27. *John T. Dorrance Campbell Soup*
28. *Leon L. Bean LL Bean*
29. *William Levitt Levitt & Sons*
30. *Howard Schultz Starbucks*
31. *Michael Dell Dell Computer*
32. *Robert W. Johnson Jr. Johnson & Johnson*
33. *James E. Casey United Parcel Service*
34. *Herbert D. Kelleher Southwest Airlines*
35. *George Eastman Eastman Kodak*
36. *Philip H. Knight Nike*
37. *James O. McKinsey McKinsey & Co.*
38. *Charles R. Schwab Charles Schwab*
39. *Frederick W. Smith Federal Express*
40. *William Wrigley Jr. Wm. Wrigley Jr. Co.*

41. *Gordon E. Moore Intel*
42. *Robert (Ted) E. Turner Turner Broadcasting*
43. *J. Willard Marriott Jr. Marriott Int'l.*
44. *James E. Burke Johnson & Johnson*
45. *David Sarnoff RCA*
46. *William E. Boeing Boeing*
47. *Walter A. Haas Sr. Levi Strauss*
48. *Henry J. Kaiser Kaiser Industries*
49. *Walter A. Haas Jr. Levi Strauss*
50. *Clarence Birdseye Bird's Eye Foods*

Steven P. Jobs

Founder of the Apple computer.



Steve Jobs' Early Life

Steve Jobs was born in San Francisco, California on February 24, 1955.

Steve was born to Abdulfattah John Jandali and Joanne Schieble Simpson but was adopted by Clara and Paul Jobs soon after.



Steve Jobs' Education

Steve Jobs studied at Reed College in Portland, Oregon from 1972 - 1974

He dropped out after two years to take a trip to India to study eastern religions during the summer of 1974.



Steve Jobs' Leadership Skills

Steve Jobs has many leadership skills. There are 6 famous ones he goes by.

1. Have A Vision
2. Develop the Passion
3. Challenge the Limits of Your Employees
4. Follow Excellence, Not Money
5. Don't Aim Below Perfection
6. Take Risks

Adaptability

Steve Jobs is adaptable. It is one of his most important qualities, yet easily missed. He wasn't perfect. He was determined to change what people thought about him and without determination and adaptability to change, Jobs wouldn't have left such an amazing mark on the world.



Focus

Another important trait Jobs possessed was his ability to focus. This is part of the reason his products are the most loved in history. He picked a need, focused on the product, and spent every ounce of energy on perfecting the product for the needs of the people.



Urgency

Jobs had a sense of urgency which made it easier for him to get the job done. He knew that “grabbing onto the idea” and “waiting for the right time” would never cut it. He sought innovative solutions because of this and built products before the customer even realized they needed it.



Famous Quotes

“Design is not just what it looks like and feels like. Design is how it works.”

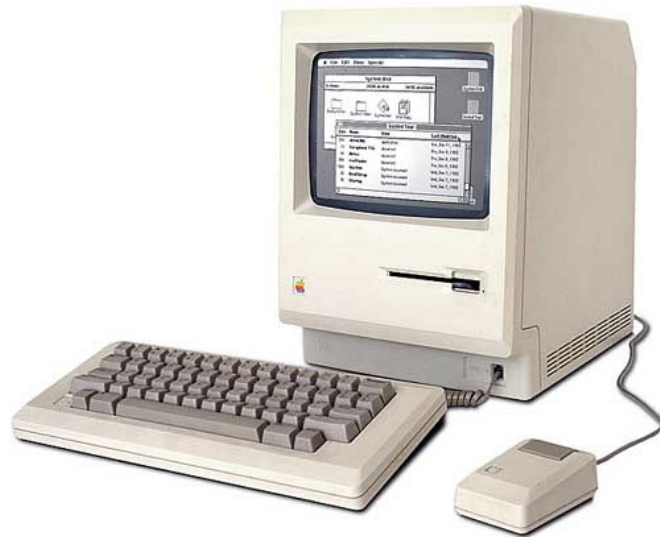
“Innovation distinguishes between a leader and a follower.”

“Be a yardstick of quality. Some people aren't used to an environment where excellence is expected.”

“Being the richest man in the cemetery doesn't matter to me. Going to bed at night saying we've done something wonderful, that's what matters to me.”

Igniting the personal computer revolution

The Apple II, released in 1977, was one of the first highly successful mass-produced personal computers. The Macintosh, released in 1984, was the first commercially successful PC to use a mouse and graphical user interface.



Introducing the mouse and graphical interface

Jobs changed how people interact with their PC's by replacing text-based command-line interface with a mouse-driven graphical interface. Instead of typing commands on a keyboard, users could click on the icons on the screen with the mouse.



Bringing portable music players to the masses

There were digital music players before Jobs, but Apple made the device fun, simple, and fashionable. Jobs' creation of the iPod, released in 2001, soon dominated the market.



Summary

I picked Steve Jobs because I'm a fan of all Apple products, but also, he had a few failures that helped him get to where he was when he was at the peak of his career. He wasn't always successful and did fail many times, sometimes quite often. He still is considered one of the greatest leaders of the modern world, though. His products have truly shaped the way people use devices.



Sources

“6 Leadership Lessons You Can Learn From Steve Jobs”

<https://aboutleaders.com/6-leadership-lessons-steve-jobs/#gs.gtpw6l>

“Biography, Steve Jobs” https://www.ducksters.com/biography/entrepreneurs/steve_jobs.php

“Steve Jobs” https://en.wikipedia.org/wiki/Steve_Jobs

“Steve Jobs Biography” <https://www.notablebiographies.com/Ho-Jo/Jobs-Steve.html>

“Steve Jobs / Quotes”

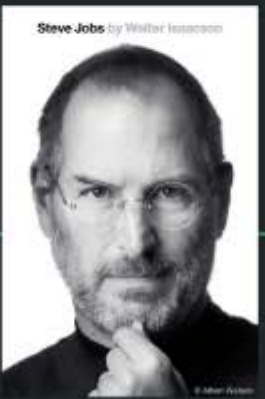
https://www.google.com/search?q=steve+jobs+quotes&rlz=1C1GCEA_enUS861US861&oq=steve+jobs+quotes&aqs=chrome..69i57j0l7.9335j0j4&sourceid=chrome&ie=UTF-8&safe=active&ssui=on

“The Leadership Qualities of Steve Jobs” <http://www.centerforworklife.com/the-leadership-qualities-of-steve-jobs/>

“Top 10 Steve Jobs Accomplishments” <https://www.investors.com/news/technology/top-10-steve-jobs-achievements/>

Steven P. Jobs

Founder of the Apple computer.



Steve Jobs by Walter Isaacson

notes



Files

Turned in on Nov 18, 8:49 AM

Leadership Project

Comment bank

Grade

100/100

Private comments

Mindy Pierce
Dec 2, 8:42 AM

Great job Arwen!

Add private comment...

Business Leaders Presentation Rubric – Arwen Hancock

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