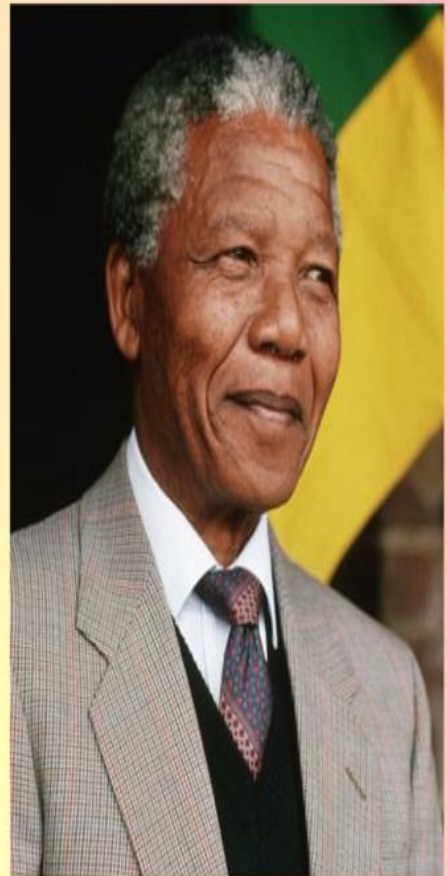


LEADERSHIP PROJECT



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PIC•COLLAGE

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Introduction

I ask you this, what is leadership? Leadership is the action of leading a group of people or an organization, or the ability to do this. It is the state or position of being a leader and an act or instance of leading. Although each leader may rule differently, every leader will have the same characteristics about them, whether they portray them positively or negatively.

The five traits of leadership are:

Conviction - To have conviction is to believe in the things you are doing. If one does not believe in what they preach, how does one expect others to believe in them too. The ability to communicate these thoughts and ideas will give them authority, which will later lead to gaining the respect from followers.

Impose context - To do this, a leader must be concentrated and focused on the tasks at hand. Dismissing what is not important is key in guiding followers in the right direction. The people will therefore understand and have clarification in what the plans are for the leader. Trust is then attained.

Challenge and Change - As a leader, you must step out of your own comfort zone and encourage others to step out of theirs. Captains must challenge rules and ideologies to keep their followers intrigued and supportive. By trying new things, leaders will be able to discover new solutions to problems, but also captivating followers and competitors.

Generate Critical Mass - Generating critical mass is all about inspiring people into taking action. Whether this is through moving words in the form of a speech or actually moving and doing physical work to intrigue people, captivating an audience is very important for a leader so as they know the loyalty of their followers.

Make Risks and Take Risks - This trait links with Challenge and Change, by making decisions that people would not anticipate, solutions will open up which can benefit others. Making and taking risks will allow a leader to develop but also help their followers develop. Risk-taking can open doors to fixing all problems.

Nelson Mandela

Nelson Mandela lived one of the most remarkable lives of the 20th Century. Born in an era of racial segregation and oppression in South Africa, he made it his life's mission to fight for an equal and democratic society in his country.

Early Life

Rolihlahla Mandela was born in the village of Mvezo, Transkei, South Africa on 18 July 1918. He was the youngest son of a respected African chief. Mandela was given the chance to go to primary school in Qunu and was the first in his family to do so. He was named "Nelson" by one of his teachers, as it was accustomed to do so. Mandela studied at both the University of Fort Hare, which he was expelled from for joining in a student protest and the University of Witwatersrand and qualified in law and because of the he later set up a law practice in Johannesburg with his friend Walter Sisulu. His beliefs were influenced by the injustices he dealt with every day.

Nineteen -year-old Mandela first learned of the existence of the African National Congress (ANC). He began attending ANC meetings in 1941 and became known in the society by helping to manage the newly founded Youth League in 1944. However, this group was more radical than the main party, the Youth League increasingly rejected passive resistance to the government in favour of a more confrontational approach. In the same year Mandela also married Evelyn Mase, a nurse he met through his friend Walter Sisulu. They had two sons and two daughters, one of whom died in infancy.



NELSON MANDELA

Showing Conviction

In 1949, the Youth League persuaded the ANC to accept a campaign of boycott, strike, civil disobedience and non-co-operation, and in 1952, the ANC embarked on a Defiance Campaign against unjust laws. Nelson Mandela toured the country encouraging people to take part in civil indiscipline. He was arrested, with others, and convicted despite the fact that they had "advised their followers to adopt a peaceful course of action and to avoid all violence". He was given a suspended sentence and his movements were restricted. As we can see, Mandela showed conviction in this matter by strongly addressing what he was saying even through the warnings of the consequences, which were later taken into action. This proved he believed in what he was saying.

Imposing Context

When showing how Nelson Mandela imposed context in his leadership we can take the next event in his life which was his jail time. Mandela was sentenced to 20 years in prison. While being in custody, he attended his first trial. It was here that Mandela made his first court statement which stated, 'Black man in a White man's court.' He opened his arguments by saying that he believed this was a "trial of the African people". Mandela's best known speech was delivered in 1964 from the dock of the Pretoria courtroom, having been in jail two years already by then. The speech was made famous by its closing lines in which he speaks of democracy and free society, an ideal for which he said he was 'prepared to die'. He imposed context by clarifying his beliefs so as his followers could understand what he was standing for, a country of equality.

Challenge and Change

Nelson Mandela spent his young life fighting for the freedom of South Africa's black and coloured population from oppression imposed by the minority government. He attained many achievements in his life which all involved stepping out of his comfort zone and challenging the ideologies and rules of some people. He negotiated with the South African government whilst still in prison, he led the fight for free elections, he became South Africa's first elected black President, he fought for and achieved a peaceful transition to democracy, he led the way to international reconciliation and he started the long process of building social justice in South Africa. In my opinion, it is obvious how he defied rules and showed great leadership.

NELSON MANDELA

Generate Critical Mass

In order for Mandela to be successful he had to generate a critical mass. To do this, Mandela knew it was important for him to recruit a follower who would be able to inspire other people to join him. For this he recruited Francois Pienaar, the captain of the Springbok rugby team. Mandela knew that he would have an influence on not only on the other members of the team but also on the South African citizens. Mandela was also an excellent public speaker which gave him the ability to give people a clear vision of what was important and what wasn't. This allowed him to give people a clear direction and inspired them to act. Mandela also never took anything for granted and continuously created excitement and uncertainty to keep his following interested. By using not only his actions, but his words, Mandela was able to generate critical mass and gained a following.

Make Risks and Take Risks

Nelson Mandela's life was in constant challenge due to his never ending quest for non-rationalism, economic justice and equal human rights along with having his name changed to "Nelson" by an English school teacher, losing his father at the age of 9, having tuberculosis and surgery for prostate as well as losing two of his own sons and his mother, going through two divorces and always having the constant feeling of knowing his family was second to his political endeavors, striving to become a Master of the prison he served time in at Robben Island was an incredible challenge. Through it all Nelson never lost his faith or his focus and became victorious over all. The stumbling blocks were merely stepping stones for this man. When his comrades believe he had "sold out" was also a very challenging period of his life. In spite of all the dilemmas Nelson Mandela had survived, his own son's death from AIDS was the most traumatic and indeed the most difficult as well as his own battle with prostate cancer and tuberculosis.



Walt Disney

Walter Elias Disney was an American entrepreneur, animator, voice actor and film producer. An explorer of the American animation industry, he introduced multiple developments in the production of cartoons and warmed the hearts of millions of people with his enchanting on screen tales. I chose Walt as my leader because he is so famous for his leadership in the Disney Animation Studios and made it one of the most well know companies in the world.

Early Life

Walt Disney was born on December 5, 1901 in Chicago Illinois, to his father Elias Disney, and mother Flora Call Disney. Walt was one of five children. After Walt's birth, the Disney family moved to Marceline Missouri, Walt lived most of his childhood here. Walt had an interest in art from a very early age. He pursued his art career, by studying art and photography by going to McKinley High School in Chicago. At sixteen years old, Walt applied for the army but was denied entry due to his age. Instead, he entered the Red Cross and was sent overseas to France. His ambulance was fully covered, not with camouflage, but with his cartoons.

Once Walt returned from France, he began to pursue a career in commercial art. He started a small company called Laugh-O-Grams, which eventually fell bankrupt. With his suitcase, and twenty dollars, Walt headed to Hollywood to start fresh. After making a success of his "Alice Comedies," Walt became recognized in Hollywood. On July 13, 1925, Walt married one of his first employees, Lillian Bounds, in Lewiston, Idaho. Later on they would be blessed with two daughters, Diane and Sharon.

Walt went on to create 'Snow White and the Seven Dwarfs' which was a phenomenal success making an unheard cost of \$1,499,000 during the depths of the Depression. This was just the beginning of Walt's success.

Walt Disney's dream of a clean, and organized amusement park, came true, as Disneyland Park opened in 1955. Walt also became a television pioneer, Disney began television production in 1954, and was among the first to present full-colour programming with his Wonderful World of Colour in 1961.

WALT DISNEY

Showing Conviction

Walt has previously explained his method for having a leadership vision as starting with two simple words, "I dream." If we don't dream or desire to have something for ourselves or others, then what is it that drives us to be better? He then continues on by saying, "I test my dreams against my beliefs." In this case, he was making sure his dreams were consistent with everything he stood for, such as his beliefs, core values, and integrity. This is showing conviction because he tells the public in this interview that he believes in what he is working on. Not only is this clarifying plans but it is also communicating them to followers.

Imposing Context

There have been several stories told by some early Disney Studios employees explaining how Walt would demonstrate his ideas for a new animated film. He would gather everyone together in the studio, then act out the entire movie sequence to show what he envisioned the story to be and give his artists direction. He brought the story to life and in doing so, opened his employees' minds to possibility. In a sense, this is one of the ways that Walt imposed context as he was focused and concentrated on the task at hand, creating an animated film. He dismissed any irrelevant information by showing the animators himself what he envisioned and communicated it through. This is one of the ways he was able to lead his company to the top.

Challenge and Change

When it was said that Walt planned to turn 'Snow White' into a feature film, people in the industry were convinced his efforts would fail. His critics were almost correct. Disney did in fact run out of funding during Snow White's production, and was forced to show loan officers a rough cut of the movie before he could secure additional financing. Luckily for both Disney and his creditors, Snow White turned out to be a success. The film earned over \$8 million during its initial release and roughly \$130 million today.



WALT DISNEY

Generating Critical Mass

One of Walt Disney's greatest traits was that he was a phenomenal salesman. There are five great characteristics of a salesman that Walt shows us throughout his career: honesty, enthusiasm, confidence, courage and persistence. These attributes radiated from the living flesh of Walt and so it was certainly easy for him to create a general critical mass

Making Risks and Taking Risks

In an interview with Walt Disney, it is quoted that he says, "I dare to take risks." He would act boldly and bet on himself to win. There were a few instances in Walt's life where he would bet his entire studio on producing an animated film and, due to his vision, charisma, and leadership style, he repeatedly came out on top. Lastly he said, "I execute my vision to make those dreams come true." Walt would focus all his time, talents, energy, and resources to make the dream a reality.



COMPARISON

Similarities

When one asks who comes to mind if you were to associate Nelson Mandela with another leader, my best guess is that Walt Disney would not be your first choice. As the pair come from two very different backgrounds and stand for two very different things, we don't see many similarities between them. However, we do know that both men were leaders of an organisation and were both blessed with public speaking and people skills. In saying this, the two leaders were set on their beliefs and followed through with actions to make their dreams become reality.

Differences

When looking at the differences of these males, it is their backstories that make them so polar opposite. For example, we can take the obvious that one is South African and the other is American or that one spent nearly three decades in prison while the other made children's cartoons, but really overall we can see that both were genuine, down to earth men who made a difference to the lives of all age groups, with Nelson Mandela making a difference to physical lives and wellbeing and Walt Disney making a difference to people mentally and emotionally.

Conclusion

I learnt, even though leaders may have similar leadership qualities, they may be leading for many different reasons and leaders must possess a few leadership qualities to be successful.

