2018-06-01

Analyzing Leaders in the Technology Industry

Nicholas Marlas  
*Western Oregon University*, nmarlas17@mail.wou.edu

Sophia Dykast  
*Western Oregon University*, sdykast14@mail.wou.edu

Emmitt Potter  
*Western Oregon University*, epotter14@mail.wou.edu

Leialoha Kekahuna  
*Western Oregon University*, lkekahuna14@mail.wou.edu

Follow this and additional works at: [https://digitalcommons.wou.edu/aes](https://digitalcommons.wou.edu/aes)  
Part of the [Business Commons](https://digitalcommons.wou.edu/aes)

Recommended Citation  
Marlas, Nicholas; Dykast, Sophia; Potter, Emmitt; and Kekahuna, Leialoha, "Analyzing Leaders in the Technology Industry" (2018).  
[https://digitalcommons.wou.edu/aes/128](https://digitalcommons.wou.edu/aes/128)
Analyzing Leaders in the Technology Industry

Created by: Nicholas Marlas, Sophia Dykast, Emmitt Potter, and Leialoha Kekahuna
In today's presentation:

❖ Overview of Leader Examples
❖ Important Criteria for Successful Leaders
❖ Leadership Evaluation and Comparison
❖ Our pick for "Most Valuable Leader"
❖ Recommendation for the Future
SUCCESSFUL LEADERS

SATYA NADELLA

MEG WHITMAN

BRAIN CHESKY

TRAVIS KALANICK
CEO of Microsoft

Mission: "Our mission is to empower every person and every organization on the planet to achieve more."

BS Manipal University, India

MS University of Wisconsin

MBA University of Chicago
SUCCESSES

Mission
Changed the Mission from narrow and outdated to visionary

Focus
Changed focus of the company from PC to mobile and Cloud-first

Culture
Rely on culture to foster environment that achieves goals- a way for employees to link their work with a higher purpose

Relationships
Foes are now friends
I politely told him, "Make it happen. You have full authority."
MEG WHITMAN

Former CEO of Ebay and Hewlett Packard

Mission: "Our mission is to provide a global online marketplace where practically anyone can trade practically anything, enabling economic opportunity around the world."

BS Princeton University

MBA Harvard University
Created the Guiding Coalition
  • Grew eBay from 30 employees to 13,000 employees
  • Hired strategic level (executive) leaders

Built a Strong Sense of Community
  • Conducted focus groups of people with various different backgrounds
  • Lead a team in a market analysis with Steve Westly (VP Marketing & Business Development)
ATTRIBUTES

Focus solely on the goal

Establish clarity with your reports

Show your humanity

“The difference between a competent executive and a superstar often boils down to the willingness to decide and to move forward, even when the path is not crystal clear.”

- Meg Whitman
BRAIN CHESKY

Mission: Belong Anywhere

Co-founded Airbnb

Niskayuna High School

Rhode Island School of Design

Obama O's and Captain McCann's

Y Combinator
SUCCESSES

Started from the bottom now we're here.
Innovated the Travel Industry
Company Culture
KEY ATTRIBUTES

Vision and Communication

Choosing the Right People

Making Leadership a Shared Task

"Having a clear mission and making sure you know that mission & making sure that mission comes through the company is probably the most important thing you can do for both culture & values"

-Brian Chesky
Co-Founder and ex-CEO of UBER

UCLA Dropout

Co-Founder of Scour Inc. and Red Swoosh

Economic Advisor to Trump Council
FAILURES

Questionable pricing schemes
Illicit Software
Theft of intellectual property
Cover ups and bribes
Spying on competition
Sequence of sexual harassment incidents
NEGATIVE TRAITS AND ATTRIBUTES

- Dependability
- Judgement
- Conscientiousness
- Listening
- Character
- Integrity

POSITIVE TRAITS AND ATTRIBUTES

- High Energy
- Enthusiasm
- Innovation

- "Super Pumpedness"
- "Always Be Hustlin"
KEY LEADERSHIP CHARACTERISTICS

REQUIRED IN THE TECHNOLOGY INDUSTRY

❖ Critical Thinking
❖ Vision
❖ Integrity
❖ Knowledge
❖ Adaptability
❖ Team Orientation
CRITICAL THINKING

- Using intellectual skills and reason to analyze information and turn it into knowledge.
- Disciplined evaluation of thought in order to reach a deeper understanding.

VISION

- Focusing attention on success; visualizing what you will accomplish in the future and how you will do it.
INTEGRITY & KNOWLEDGE

INTEGRITY

• Being honest and truthful at all times.

• Putting strong moral principles and sense of duty above all else.

KNOWLEDGE

• Intellectual understanding of information.
ADAPTABILITY & TEAM ORIENTATION

ADAPTABILITY
- The quality of being able to adjust to new conditions.

TEAM ORIENTATION
- Strong emphasis on inclusion and team work.
- Fostering team cohesiveness.
## DECISION MATRIX

<table>
<thead>
<tr>
<th></th>
<th>Critical Thinking</th>
<th>Vision</th>
<th>Integrity</th>
<th>Knowledge</th>
<th>Adaptability</th>
<th>Team Orientation</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Satya Nadella</td>
<td>4</td>
<td>5</td>
<td>10</td>
<td>5</td>
<td>4</td>
<td>5</td>
<td>33</td>
</tr>
<tr>
<td>Meg Whitman</td>
<td>4</td>
<td>5</td>
<td>8</td>
<td>4</td>
<td>4</td>
<td>5</td>
<td>30</td>
</tr>
<tr>
<td>Brian Chesky</td>
<td>4</td>
<td>5</td>
<td>8</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>29</td>
</tr>
<tr>
<td>Travis Kalanick</td>
<td>2</td>
<td>3</td>
<td>1</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>14</td>
</tr>
</tbody>
</table>
MOST VALUABLE LEADER

SATYA NADELLA
RECOMMENDATION
THANK YOU