



Sample: Management - Leadership

In the current world, more and more organizations and companies make people's lives easier. The current world knows many leaders who can attract attention and are worthy of attention. One of the most famous people in the modern society is Richard Branson. Richard Branson is a business tycoon and CEO of Virgin Airlines. He is the founder of Virgin Airlines as well as the founder of the new Virgin Galactic space exploration services for public use. Branson is an effective and passionate leader – he supports other companies through their organizational development, reviving them. He has the courage to take risks and initiatives. He sold out Virgin Records to save the Virgin Atlantic's financials. Branson builds a positive environment for his staff. He communicates with them and is open for their suggestions and ideas about future plans of Virgin. Confidence and creativity help Branson to succeed. The planes of his company are comfortable and offer touch-screen food ordering.

Branson has started and ran one of the most advanced and popular airlines in the world. Branson currently owns one of the first in the world commercial privatized space tourism services (called Virgin Galactic). One of his biggest achievements of Branson is being so closely related to his company. The company is tightly related to Branson's ideas and behavior, as he is part of the company. He speaks to his employees as to his friends and perceives his company as his family. When people think of Virgin Atlantic, Richard Branson is the first to come to mind, in a way you think of Steve Jobs when you hear about Apple or Mr. Walt when you hear about Disney. Hence, the leader should attract attention of employees in order to make work useful and provide further decision-making process. Employees of Branson's company respect him. This makes their cooperation easier. Employees' attention is completely attracted to Branson's ideas and inspiration. Attention is needed for consciousness as "unattended items appear in consciousness" (Mole, 2009). Branson is skilled in psychology of people, so he can motivate and direct them easily.



Sandhu has stated that Branson's personality is unique. Branson's organization is headed up not by his personality, but rather by his individuality and talent, and his new perception of the business and its values. He is a special person who refused bland corporatism and chose a distinct marketing advantage. Richard Branson has many leadership qualities. Branson operates with both his strengths and weaknesses; he uses this knowledge in the right way and in the right time. He is not only a leader, but also a member of the team.

Branson's quote is cited on Forbes.com: "A company is people ... employees want to know... am I being listened to or am I a cog in the wheel? People really need to feel wanted" (p.1). Branson implements good, even friendly relationships and humanity in the process of work. He takes risks and can operate with multiple choices. The success rate of Branson is definitely huge. The success rate is not only the percentage of successful attempts, but also permanent growth and development.

In conclusion, Richard Branson is one of today's pioneers. He is heading one of the biggest space programs since the "Space Race." He has privatized many transportation systems of the government such as Virgin Airlines, and the British Railway system now known as Virgin Rail. He is the human embodiment of perseverance and consistency and self-discipline.



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