# Case Study 1: Leader in Action

## Submitted to: Miss Maryam Farooq

## Submitted by: Hamza Farooq (2016-CS-122)

Q1. Which influence tactics can you infer that Doug Scott uses in his leadership role?

Ans. Influence tactics of Doug Scott are mentioned below.

* Market segmentation and Identification of appropriate costumers as contractors and landscapers for F-150 pickup truck.
* Pricing Strategy by introducing the intermediate as well as luxury price range truck models in addition to F-150.
* Innovation in market by introducing the new two-seater sports truck that can accelerate to 60 miles per hour in just 6.4 seconds.
* Devotion to Ford industry helped him be well liked as a leader. He has developed close bonds among designers and marketers up to the extent that editor of the website pickuptrucks.com praises his leadership fashion.
* Face-to-face contact with customers is made by sending his team to attend events such as the Professional Bull Riders Association and Future Farmers of America.

Q2. What career lessons might be taken away from this story about Scott?

* Tight-knitted team is the key to success because commitment of group members matters a lot as the result of what leadership tactics you use.
* The more you have knowledge and interest in the product, the more you will attract customer and team cooperation.
* As a manager of product-oriented industry, one should keep on innovate to attract customers. After knowing the features of new product, the customer may check other affordable product as well.
* Choose a job you love, and you will never have to work a day in your life.