# Case Study 2: Leader in Action

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Q1. How effective do you think Rometty’s expression of anger and disappointment will be in motivating IBM employees to perform better?

Ans. Rometty’s expression of anger and disappointment may have minor effectiveness because she used sort of power leadership style. Instead of confronting all 434,000 employees all at once, she should have mentioned the penalty for those employees who are not good in doing their job.

Q2. What damage might Rometty have done to her relationship with the sales staff?

Ans. Negative criticism on the sales staff may lead to resistance to what Rometty said as she said “We were too slow to understand the value and then engage on the approval and the sign-off process”. She should have called a meeting for sales staff where she may ask the difficulties faced in sales.

Q3. How effective do you think Rometty’s concluding positive comments were patching up any hard feelings her criticisms might have created?

Ans. Criticism especially in negative taste barely commit a person to do a certain job. Even in power, one should use the influence tactic first. After making positive comments may patch up her relationship with employees but will fail in making a tight-knitted relationship as she said “Our fundamentals are strong and our future is in our own hands. I know we will confront this honestly and with urgency”