

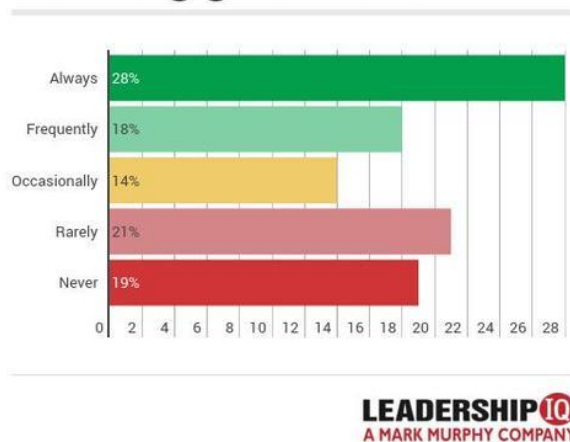
Leadership

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A quality leader can have a dramatic effect on the success of any venture. It is essential that someone take charge and proactively steer the proverbial ship. A leader gives purpose to the people around them, providing a definite worthwhile goal they otherwise might not have. Great leaders are self-evident, we know a leader when we see one. A great leader has vision, discipline, and confidence. Their qualities are infectious and people want to be like them. Lack of leadership has a rippling effect also, and can be seen throughout an organization. Of all the leaders I can think of, Andrew Carnegie, Elon Musk, and Rob Dyrdek stand out the most.

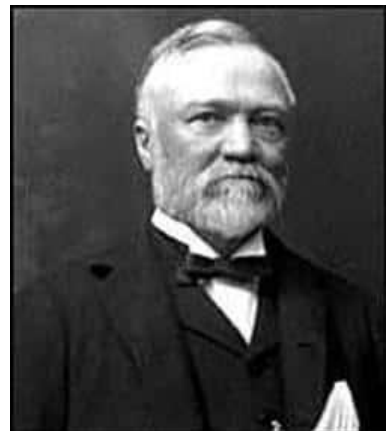
### How often do your company's leaders recognize their employees for doing great work?



Leaders come in many forms, some praise their workers, others criticize them, and some do neither. It has been shown that leaders who praise their employees often fare better than leaders who only scorn their workers. In “How to win friends and influence people,” Dale Carnegie talks of Andrew Carnegie as a leader who knew how to surround himself with great people, as well as knew when to applaud their efforts (5). On Carnegie’s grave stone it reads “Here lies one who knew how to get around him men who were cleverer than himself.” Leaders are most effective when they are not ego driven, Carnegie was performance driven and allowed his employees to do what they were good at. He praised their efforts and was known as the “Steel King,” but he did not actually know very much about the manufacturing of steel.

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Leadership is often displayed in hard work and innovation, that is just what Andrew Carnegie did in order to lead his team to success. Carnegie began working at the Ohio Telegraph Company according to Leadership Geeks (1). By the age of 18, he had secured a leadership role in the company due to his work ethic. Carnegie revolutionized the steel industry by completing the manufacture process from start to finish. Andrew believed in hard work, and that success would come to those that truly worked for it. He also knew how to network to get the people he needed around him, surrounding himself with truly skilled people allowed him to build relationships that would ultimately prove to be good for business. Carnegie also knew that it was important to give back to the people that made him successful, and the people he had working for him. Andrew donated 90% of his fortune before his death.



<sup>1</sup> Recognizing employees (6), Andrew Carnegie (1)

Another great leader of our time is Elon Musk. Musk has pioneered the manufacturing of electric vehicles, innovative space vehicles, and helped develop PayPal to name a few. The entrepreneur has stated he lived in his office building and showered at the YMCA in order to prioritize his business ventures. This type of tenacity is infectious as it shows how much a person is willing to endure to follow his or her dreams. And dream he did, perhaps one of the most interesting things about Musk that makes him an effective leader is his courage to dream big. Musk takes on the problems many find impossible or too far off from the normal business venture. Elon finds ways to solve problems, no matter the size or difficulty. Musk developed his

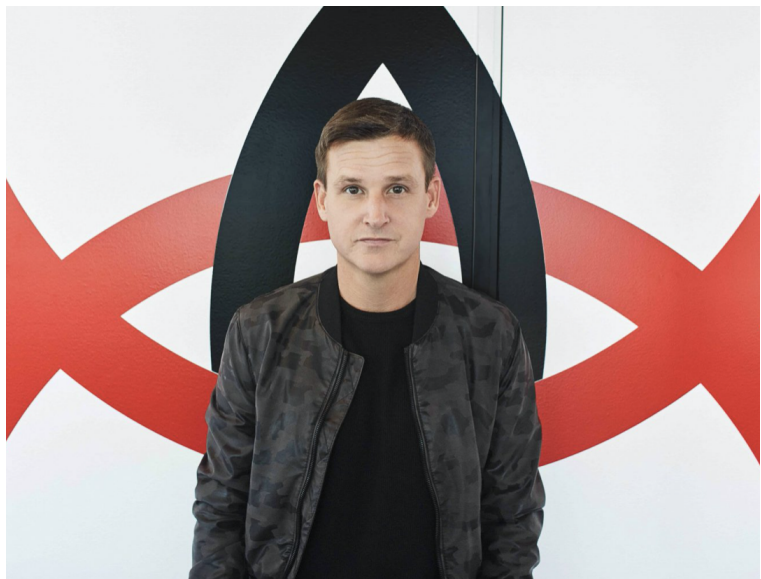


accomplishments one step at a time, a plan was made and followed until completion. Musk has charisma which an article from Harvard (2) outlines as “Research suggests that charismatic leadership is related to higher levels of individual, team, and organizational performance.” Workers at Tesla have reported feeling like working for Elon is an opportunity to change the world for the better. They feel like they are making a difference in the world, a leader who can

instill this feeling in his or her employees has a great advantage. Employees who feel a greater purpose at work will work harder and longer to achieve their goals.<sup>2</sup>

Another leader that has become very successful in his business endeavors is Rob Dyrdek.

Rob became a professional skateboarder, and then came to own the skateboard company he was sponsored by (Alien Workshop). According to Wikipedia (3), Dyrdek would sit in class dreaming of the tricks he would do when he got out, then would skate until he was forced to come back home. This amount of focus is a trait any good leader should have, Dyrdek knew what he wanted to do and meditated about doing it until he could actually see it through. Foundr says that Dyrdek was always on the lookout for a new brand to emerge from the scene (4). Dyrdek says the passion for building brands is the unifying



factor with other people who share that passion. Dyrdek leads his teams with energy and a positive attitude. The values he shared with his employees is the Core to More principle, in that there is a core that breeds authenticity and can grow to a bigger audience. Rob is a believer in people, he sees when an entrepreneur has grit and unwavering work ethic. As a leader, he always

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<sup>2</sup> Elon Musk (2), Rob Dyrdek (4)

is looking for the spark of passion in individuals, he believes this excitement and passion launches new ideas and projects.

A good leader is a person who knows how to surround themselves with the right people, the people who are passionate about their work, and add to the team something special. The people we have reviewed did just that. They would not accept no for an answer. The dedication to their goals got them through the tough times, and their resilience allowed others around them to do the same. It is not easy to step outside your comfort zone, it takes courage to do what no one has done before, and that is exactly where a fearless leader comes in. A great leader will tell you when you have completed a great job, they will compliment you on what you do good. Andrew Carnegie found that he was no better than the men or women he surrounded himself with. Elon Musk leads with an intense vision, he projects a worthwhile goal that his employees can feel empowered by. Rob Dyrdek believes that passion is his key to success, as a leader he looks for this passion in his business prospects believing that this passion is what makes or breaks a brand. After reviewing these successful entrepreneurs, they all have one thing in common, the ability to inspire others to do good.

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5. How to win friends and influence people.
6. Leadership Training. "Does your Company need better Leadership Training." Leadership Training. <https://www.leadershipiq.com/pages/data-on-does-your-company-need-better-leadership-training>. Accessed on April 22, 2021.