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Faculty of Letters & Human Sciences
English Studies
Modular Degree Program



Business communication
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MANAGEMENT: EXERCISE

Read the text and answer the following questions.

Steve Jobs is a classic example of someone who learned to lead. He was a genius who, early in his career, routinely yelled at employees, co-workers, and partners. He was intolerant of anything he viewed as a failure. He considered other people's feelings irrelevant. He did not conduct formal reviews with employees and was sparing with praise for a job well done.

However, as Jobs matured his management style began to shift. He started to moderate some of his more negative traits and showed more empathy toward others, realizing that people had limits. He later in his life was quoted as expressing concern for families of employees. Jobs died on October 5, 2011, at the age of 56. Even after his death, his reputation and his company lives on.

1. Was Steve Jobs a simple manager or leader?
2. Explain the difference between Jobs in paragraph 1 and Jobs in paragraph 2.

Fill in the blank with the suitable word:

Supervising, duties, communicating, inspiring, profit, , performance, the resources, traits, ,

In business, leadership is linked to While it's not solely about profit, those who are viewed as effective leaders are the ones who increase their company's.....

Leadership requiresthat extend beyond management..... To be effective, a leader certainly has to manageat their disposal. But leadership also involves....., andto name three more of the primary skills a leader has to have to be successful.