A Narrow-Minded CEO

Gilbert Cruz

South Texas College

Issues Organizational Leadership

Abstract

In this paper I will determine what leadership style the CEO of a marketing company is and which he should use to better his company. I will try and break down what I think he does wrong and what he does right for the company and its customers. By not involving younger people, millennials, in his company he's cutting himself out of what's trending and the most used social media platforms. I will also get down to specifics on how he can improve his company and lead them to a prosperous future. I will use everything I've learned in my Issues Organizational Leadership course and other sources to back up my claims.

Keywords: Trending, Social Media Platforms, Millennials

A Narrow-Minded CEO

One of the major struggles this marketing company has is a leader who's single-minded, not willing to give into anything new. In my opinion, people who aren't willing to look outside the box and surround themselves with knowledgeable people are destined to fail. This company will never expand and grow further than they are now. As time goes by the world we live in is ever expanding and changing at a fast rate. Today digital information is passed at an exceptional rate and trends go as fast as they come. The CEO's narrow thoughts of people who are younger than 30 are very dangerous and threaten the marketing company. By not researching hot trends accurately, this company is liable to give outdated information to companies who need to be at the forefront of what's happening now to survive. In some cases, the CEO is right on how the younger generation views social media and their technology but by calling them all lazy he's only hurting himself. Stereotyping all millennials as lazy, not focused, and just wanting to have fun; he's basically shutting himself out of what's new and trending. Yes, they're stuck on social media but that's what makes them so resourceful. Knowing what's happening right then and there gives them an understanding of the trend market which in turn would help companies target their products a lot more accurately. On Wordstream online, 81% of millennials check twitter at least once a day. According to a survey, 44% of teenagers asked to choose one social network if "trapped on a deserted island" had chosen Snapchat, in second was Instagram with 24 %, and Facebook with 14%. Information on Social Media passes at a fast rate (Lister, 2018). Using advertisements on these networks would help companies greatly. In the Case, I believe that the CEO is a very stubborn person. He is too narrow-minded to embrace new and young things that'll get his company expanded and more profitable.

Leadership Style

This CEO leads with a Passive-Avoidant leadership model. He clearly has a Laissez-Faire method of the Passive-Avoidant leadership model. By closing his mind off to the millennial generation, he's basically keeping his company stagnant and will impede it from flourishing. If the CEO only embraced a new leadership style such as a Transformational one, he might be able to lead the company into the new era he wants by embracing The Full Range Model of Leadership, also known as The Five I's. Using Inspirational Motivation, he can inspire the already employed members of his company to think younger and outside the box. He can inspire them to think this way if only he was able to do so as well. By developing team spirit, and not a closed off one, he can begin to paint them a new picture of a brighter more prosperous company. With Idealized Influence Attributed he can boost up morale and enthusiasm with enticing speeches of a brighter future. He could also use Idealized Influence Behavior, where he can become a role model for his company by modeling what he wants from them. Lastly, by using Intellectual Stimulation within his leadership model, would mean him hiring younger more trend embracing people. Breaking out of the old ways of doing business and treating his work he could usher in a new era for his company. The market research he does for companies who sell consumer electronics such as Bluetooth devices, gaming products, and other audio products match evenly with the younger generation of today. The older generation may know about economy and structure, but the younger generation can efficiently show the companies how to focus their technology to a wider more tech-savvy audience. Bluetooth devices can range from a wide variety of things; such as cell phones, computers, headphones, and wireless accessories. All these products are used by younger generations mostly. Older generations really don't play video games anymore, but the younger generation usually spends almost all day online gaming. The

Millennial generations are most of the time the majority of people you see walking around with their Bluetooth headphones on listening to music trying to drown out the everyday noise. About 63% of Millennials stay updated on brands through social networks (Spoutsocial, 2016). Millennials spend about 27 hours consuming online media (Fortune, 2017). Millennial's, spend a lot of time looking up information, reading, and buying things online. It's just more convenient than shopping around and wasting time. Our way of thinking is straightforward, and our attention span is small. For companies to reach our attention they need to understand the needs of people our age and really embrace it.

Company Limitations

As the CEO tries to expand, he'll run into a wide array of obstacles. In order to target the right audience, the products need to reach the younger generations of a company's business. Not being able to pinpoint the trends of the day, the CEO won't be able to stay on the cutting edge of any hot trend or really know what's selling. We believe that companies that hire this marketing research company will notice this and think twice before hiring him for marketing research. Not being able to provide a service that's reliable and accurate is doing a disservice to the companies that hire him for help. As this happens, word will get out that this firm isn't doing its job and is hurting its clients by keeping a narrow-minded view of the world we live in today.

Conclusion

We believe that the CEO should change his train of thought on younger than 30 individuals. If his company is to flourish in today's ever expanding and fast-moving economy, he needs to embrace change and push to greatness. Surrounding himself with younger, educated individuals he could become a very wealthy person. We don't mean wealthy in the monetary sense but in knowledge and clarity. We strongly believe that a smart person needs to surround himself with a lot of different types of people from different backgrounds because no one person knows everything. Everyone has their strengths and weaknesses, and I believe that this CEO's main weakness is the will to try new things. In doing this the CEO will gain a new understanding of the world around him, and it'll help him expand on his company.

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