

Successful Technology Enterprise Founders and Their Leadership

Ruoxin Wang*

Department of Marketing, Shanghai Ocean University, Shanghai, China

*Corresponding author: ruoxinw@utas.edu.au

Abstract. With the continuous progress of science and technology, more and more innovative enterprises from different fields have sprung up and grown. With the superb level of science and technology and strong innovation ability, these enterprises occupy a place in their respective industries. In addition to the momentum of the company itself, the leadership of its founder also plays a pivotal role in the growth of the organization. As an important part of the corporate culture and value system, leadership has a profound impact on the quality and effectiveness of the organization and its employees. This paper analyzes the manifestation and development of leadership by the founders of successful scientific and technological enterprises such as Apple, Amazon, Facebook, Microsoft and Tesla in the process of leading the company's operation and development, studies three typical leadership factors, namely innovation, communication and prediction, and analyzes how these leadership factors promote the development of enterprises by using specific cases. Finally, it is concluded that the success of the enterprise cannot be separated from the full play and practice of the excellent founder's leadership.

Keywords: Leadership; Founders; Technology Companies; Innovation; Predictive power; Communication.

1. Introduction

1.1. Background

With the continuous development and deepening of the scientific and technological revolution, more and more scientific and technological enterprises have sprung up and grown vigorously, and gradually become an indispensable part of today's economic society. These successful scientific and technological enterprises often start from their famous and successful founders, whose outstanding leadership has achieved the success of these scientific and technological enterprises, and has also imperceptibly influenced and inspired a generation of scientific and technological workers to climb new heights. It is not difficult to find that successful scientific and technological enterprises such as Apple can not help but give full play to the leadership of their founders during their development and growth. It was Jobs and others who integrated their value orientation with the development of the enterprise and provided continuous power for the growth of the brand from time to time, and finally created the world-famous brand. Certainly, the play of leadership is not only a key factor to promote the decision-making and operation of enterprises, but also an important link in the long-term development and competitiveness of enterprises.

1.2. Related Research

Kim showed that as an important management skill, leadership plays an important role in improving organizational performance. The CEO's strong leadership in the cultural environment, economic and personal aspects will promote the development of employees and organizational innovation. In helping Apple get out of trouble and achieve rapid development, Jobs' leadership became a very important and critical factor in the organizational management process [1]. Research indicated that effective and clear leadership is not only conducive to the establishment and realization of corporate strategic goals and development vision but also lays a good foundation for an efficient organizational structure. Leadership is often related to the decentralization of organizational structure decisions, performance appraisal goals, and employee incentive systems. The use of leadership in this

organizational structure is also one of the important reasons for the success of Steve Jobs, the founder of Apple [2]. Syed introduced good leaders tend to have leadership related to communication skills, and Steve Jobs used his good communication skills to motivate his team employees and the organization to work together towards the goal. An employee's research shows that Jobs' clear and well-balanced explanation of production goals and development vision is a key factor in Apple's consistently high-quality production [3].

Desai showed that as the world's largest online retail platform, Amazon has not only achieved sustained business growth after experiencing the risk of a profit crisis but also maintained strong market competitiveness until today. Amazon founder Jeff Bezos has always positioned Amazon as a technology company rather than a retailer, and the relentless pursuit of web services has become one of the secrets of Amazon's long-term growth [4]. Bernet illustrated Jeff Bezos has integrated his own unique leadership style into the management and operation of the Amazon platform - two-pizza rules, that is, to ensure that the work team within the organization is small enough, that is, to ensure the efficiency of the organization while improving the flexibility of the organization. Amazon's "two-pizza" work model has greatly improved the quality and effectiveness of corporate work [5]. Choi and Phan listed many of the qualities that successful leaders have. That includes Steve Jobs, Bill Gates and Jeff Bezos. It expresses the contrast between Jeff's work and his unique spiritual qualities, such as detachment and boldness in consensus-building management, and harshness with employees and the organization [6].

The report showed true leaders tend to have high emotional intelligence, meticulous empathy, and the ability to effectively awaken and encourage employees and their teams. For enterprise leaders, leadership can be regarded as an important factor throughout the work content of the organization. From the work attitude of leading by example to the pursuit of perfection and future-oriented vision, successful leaders tend to subtly influence the behavior of individuals and even organizations [7]. Mager et al. studied Facebook is widely regarded as a visionary Internet company. And its founder Zuckerberg has always maintained a clear understanding and analysis of the future, and in the face of every development opportunity to continue to promote Facebook's progress. During the development of Facebook in the New Year, the expansion of its social media functions has gradually become a reality with the advancement of the era of big data and the innovation of Internet technology [8].

Charan indicated that under normal circumstances, whether an enterprise can have a broad development prospect depends largely on the realization of leadership. The fortunes of companies are tied to those of their leaders. In the digital age, there is no doubt that the leaders of technology companies have a greater advantage. As the founder of the social media giant Facebook, Zuckerberg has led the company's longevity by relying on his leadership which is highly attuned to digital enterprises [9]. Hamed studies that leadership is usually directly related to performance objectives, organizational culture, production efficiency and other factors. Tesla, a thriving tram brand in recent years, is the leader in technological innovation in the automotive field. Under the leadership background of its founder Musk, who takes innovation as the main body, Tesla constantly breaks through one technical barrier after another and expands its competitive advantage in the tram market [10].

1.3. Objective

Next, this paper will analyze the influence and role of founder leadership on company development from three aspects: innovation, predictive power and communication power. In addition, Apple, Microsoft, Facebook and Tesla are used as examples to study how these three types of leadership specifically affect organizations and employee behavior.

2. Innovation

With the continuous progress of science and technology, innovation has gradually become the main source of competitiveness for today's enterprises. For scientific and innovative enterprises,

innovation is the primary key factor in the process of development and innovation. Most of the founders of successful scientific and creative enterprises have excellent leadership and execution, and innovation is often the quality and ability of these excellent leaders. Whether it's Apple, Microsoft, Amazon, or Facebook, their founders have integrated innovation and creativity into every stage of their business development. As the most important means for an organization to gain competitive advantage, the influence of innovative leadership on organizational behavior is essential.

Take Apple Inc., for example, Apple has long credited a culture of innovation as a primary driver of its success [11]. Steve Jobs integrated continuous technological innovation into Apple's research and development and creation. In 2015, Jobs led Apple's research and development team to establish the Vision Pro team to explore and develop technologies and products for virtual reality, augmented reality, and mixed reality. The team behind the Vision Pro evolved from Apple's Technology Development Group (TDG), which in its early days was a team focused on hardware technology. Over time and with the development of technology, the team gradually turned their attention to virtual reality and augmented reality. Under Jobs's leadership, the team successfully launched Apple's first product in mixed reality, the Vision Pro. The release of Vision Pro marked the first time that Apple revealed to the outside world their imagination of virtual reality, augmented reality and mixed reality technology products and services, not only enriched Apple's product diversity but also made Apple's technical strength in the field of virtual reality and augmented reality has been greatly improved. It has gained a competitive advantage in the field of VR technology.

In fact, not only Apple, but other companies focusing on technology research and development and high-tech products have also been pursuing the concept of innovation. For example, Facebook, the social media giant created by Mark Zuckerberg. As the world's largest social network, Facebook has registered users covering more than a quarter of the world's population. But Facebook started as an immature social Web site. Mr. Zuckerberg pioneered the idea of building Facebook into a development platform, much like Microsoft's Windows operating system, where people could freely distribute their own software. In August 2006, Facebook took the first step toward becoming a platform by introducing an application programming interface. After the software is connected to the application program interface, users can log in directly with their Facebook account and show them to their friends through the news feed. Although this move was not appreciated in the Internet world more than a decade ago, it is this bold transformation that has driven the rapid growth and development of Facebook, until today, it has grown into the world's largest social media platform by users. When Mark Zuckerberg announced the rebranding of Facebook as Meta on October 28, 2021, it was the culmination of years of strategizing by the tech giant [12].

It is not difficult to see that the long-term development of both Apple and Facebook cannot be separated from the innovative leadership of the founders. For them, in the information age with such rapid technological upgrading, only continuous innovation and creation can have leading technological capabilities and stable competitive advantages. In other words, for scientific and creative enterprises, innovation must always be important and necessary among the many leaders of the founder.

3. Predictive Power

The progress and promotion of scientific and technological levels have greatly promoted the development of the budding of scientific and creative enterprises. Successful scientific and innovative enterprises are often in the market progress and innovation on the road to act as a forerunner role. Whether it is Apple, Microsoft, or Amazon, as the leader in the corresponding industry field, these scientific and creative enterprises are the early leaders to enter the emerging market, their leading position is not only reflected in the reduction of costs, the expansion of market share, but also reflected in the increase of customer groups and the enhancement of brand value. The competitive advantage brought by these leading advantages cannot be separated from the founders' keen insight into market changes and technological progress and their ability to predict the future. It is the breakthrough

innovative thinking of Jobs, Bill Gates and others that affects their judgment and prediction of the future, and is reflected in the behavior of the organization. Continuous creative activities create a good development environment and continuous vitality for these scientific and innovative enterprises.

As a leading enterprise in the field of new energy vehicles, Tesla has adapted to the sustainable development concept of pursuing green, low-carbon and environmental protection in today's society, and has continuously promoted the technological innovation and development of new energy vehicles. Today, it still occupies a leading position in the increasingly competitive new energy vehicle industry. Tesla can achieve today's achievements can not be separated from Musk's prediction of the energy vehicle market and broadening their horizons. Musk has a strong sense of mission and vision, he pays attention to the fields that affect the future development of mankind, such as the Internet, clean energy, space, etc., and is committed to solving the major challenges and problems facing mankind, such as climate change, energy crisis, interplanetary migration, and so on. In addition, Musk also hopes to have good development prospects for AI and Tesla's future production together. Musk said that he wants to oversee the development of artificial intelligence and artificial general intelligence software that will enable lucrative future products [13].

In fact, in addition to Musk, Bill Gates is also a representative of entrepreneurs with excellent predictive power. In 1973, Bill Gates founded Microsoft Corporation. Although Microsoft was only a small company providing computer programming services at that time, Bill Gates realized that the future world would be the era of the Internet and computers, so he devoted himself to the operation and research and development of Microsoft. Although it was a risky decision at that time, his vision and determination led him to success. In the 1980s, with the rapid rise of the personal computer market, Microsoft Corporation got rapid development. Bill Gates' programming talent and business acumen have made Microsoft one of the largest software companies in the world. Not only that, Bill Gates is also committed to promoting the development of a green economy, and constantly following the pace of sustainable development of the global economy. Bill Gates continues to advance the commercial development of promising low-carbon solutions, including green hydrogen, sustainable aviation fuel, and long-term energy storage [14].

It can be seen that the development of organizations cannot be separated from the excellent foresight of entrepreneurs. How to accurately identify and seize opportunities is a necessary quality for successful leaders. Just as Musk's foresight for green economic development contributed to Tesla's success, Bill Gates' vision for the widespread adoption of the Internet also contributed to Microsoft's growth. To be sure, anticipation is also an important part of good leadership.

4. Communication

Under normal circumstances, the realization of the founder's leadership is closely related to the good development of the organization. The composition of leadership is also complex and diverse. Different factors constitute complete leadership, and it is finally realized in all aspects of organizational behavior and employee performance. In addition to the innovative spirit and predictive ability mentioned above, most successful founders have excellent communication skills. They have extremely detailed empathy and communication skills, which is not only reflected in their care for the development of the company's employees but also reflected in their ability to accurately convey and share the organization's culture and values to every employee. In other words, the economic development of an enterprise cannot be separated from the cultural environment. The founder penetrates the development goals of the company into the daily work of employees through excellent communication skills, ensuring that employees can keep their work efficient and active, and at the same time make them feel satisfied and fulfilled.

The managers of successful businesses often can communicate effectively. Musk, for example, can deal with Tesla's busy affairs efficiently and with high quality, which is inseparable from an open and inclusive communication environment. For Musk, as long as it can be beneficial to the development of the company, any form of communication is allowed. He once removed all the doors

inside the SpaceX company, in order to facilitate communication for everyone, and the leaders did not have a separate office, because the door affected the efficiency of the work. This is how Musk works extremely efficiently. And his efficient work philosophy has been verified inside Tesla. He tore down all the doors and completely removed the barrier of communication. This courage to break through the traditional approach may be the key to Tesla's continuous march to new heights.

On the other hand, Bezos, the founder of Amazon, has his own unique way of communicating. When Jeff Bezos founded Amazon, he put a lot of emphasis on his writing skills. He once made a decision that surprised his leadership team: he banned PowerPoint. He replaced slides with "narrative structured memos," which contain both headings and complete sentences made up of verbs and nouns. But Bezos is not the only top leader to do so. Former PepsiCo CEO Indra Nooyi once said, "Believe me, if you can't simplify your message and communicate it convincingly, you won't get people to follow you." What is more, Bezos' unique communication skills apply not only to internal employees but also to the way he discloses information to the outside world. Since Bezos and Amazon executives rarely give interviews, the company's best communication tool is the annual shareholder letter. Bezos' letter to shareholders has become a must-read for many people every year, just like Buffett's annual letter to shareholders. Not only that, Musk's more casual communication philosophy is also reflected in his frequent behavior on social media. Despite Musk's defense of Tesla and criticism of the media, his comments on Twitter have the potential to influence the will of Tesla owners and car buyers [15].

Whatever the communication patterns of entrepreneurs, Jobs and Bezos' unique communication habits certainly led to more efficient and higher standards of work. The beauty of language is that through communication, thoughts and assumptions can be put into practice. Communication skills can affect intangible assets, including corporate culture and values. To sum up, in the realization of leadership, communication always bears the important responsibility of expression.

5. Conclusion

This paper has studied the important driving force that leadership plays in the process of enterprise development and made specific analysis and research with examples. Starting from three aspects: innovation, predictive power and communication ability, this paper analyzes how founders of different companies use these three leadership components to influence corporate cultural values, motivate employees and convey the direction of performance development. Innovation helps enterprises to maintain scientific and technological leadership and competitive advantages, foresight helps enterprises to better seize opportunities and respond to challenges, and communication helps enterprises to obtain more efficient working methods and a steady stream of forward momentum. All in all, for scientific and creative enterprises that need continuous innovation and progress, the leadership of founders and managers is always essential for the future development and growth of enterprises.

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