



# SYNDICATE PRESENTATION ON “MANAGEMENT SKILLS”

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**CASE STUDY: A DAY IN THE LIFE OF ALEX SANDER**

**PRESENTED BY GROUP 6:  
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# ALEX SANDER: Driving in The Fast Lane....

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- MBA from MIT Sloan
- Product Manager at Landon Care Products, Toiletries Division, working under Sam Glass
- Responsible for the rebranding of two nationally known skin care products
- Currently leading a global virtual team for the U.S. launch of Nourish (Avant-Garde product)



# ALEX SANDER: Driving in The Fast Lane....

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- A strong competitor and highly ambitious
- Self starter, extremely sincere and dedicated
- Extremely passionate for his job
- Knows way to hit the bull's eye, achieving end results
- Undaunted by any learning challenge
- Thinks ahead and sees the Implication of decisions and situations.



THEN, WHERE DOES THE PROBLEM LIES?

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Alex has leadership style of a  
“**DIRECTOR**”



# LEADERSHIP...

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What are the 'Leadership' lessons that Alex should adopt to become an effective and admired leader ?



# NEED TO BE A GOOD TEAM LEADER

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- 5:25 AM: Alex to Neighbour,

“....Even if I have to steamroll over someone’s feelings, or ignore the way a colleague would like to handle a project.”

- He needs to appreciate his team members’ efforts,
- Should not expect others to work the same way he works
- Should sincerely listen to what his members have to say.

- 9:00 AM: Alex to Garrison,

“....Listen, it will take me more time to explain this to you than do it myself.”

- Must learn how to delegate and motivate others to excel, rather doing the job on his own.
- Should realize the skill sets of members, and involve them to see the diversity in approaches and attitudes; making them feel respected.



# NEED TO BE A GOOD TEAM LEADER (CONTD...)

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- 2:00 PM: Team members perspective,

“...Since the project kickoff, they had become accustomed to receiving a flurry of emails and phone calls from Sander, outlining in excruciating detail the tasks that they needed to complete. Many of the emails had been sent at 3 A.M. or 4 A.M.”

- He needs to come-out of his workaholic nature.
- Should not expect team members to work for extremely long hours and on holidays/vacations, compromising their family time.
- Should not stress the members.

- Keep the members self motivated, & maintain high morale in them, by appreciating their efforts with diplomatic approach.



# OVERCOME BEING REACTIVE / IMPATIENT/SHORT TEMPERED

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- 5:25 AM: Alex to Neighbor,  
“....Well, I get ticked off pretty easily. For example, I can't stand explaining something more than a couple of times.”
  - He needs to be patient with his members
  - Listen to and Respect other's views
  - Should meditate & pranayama.



# COME OUT OF NARCISSISM

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- 2:00 PM: At the end of meeting, Sander:
  - “....Everyone needs to pull their weight,” said Sander. “I have a longer list of action items than anyone, and I will finish mine early. I challenge you to do the same.”
  - He needs to come-out of his narcissist self-centered attitude.
  - Needs to listen and respect others' reservations.
  - Should not undermine them and value them.



# WORK ON HIS WORDS AND ARROGANCE

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- 9:00 AM: Alex to Garrison,

“...This is all you’ve produced in 40 hours of time? Are you kidding me?” Sander’s voice reverberated down the hallway...”Listen, it will take me more time to explain this to you than do it myself.”

- He needs to work upon his tone & words, so that it does not hurts them, keeping their morale high.
- He needs to learn diplomacy & use tact in his words.
- Learn not to offend others.



## NOT GET INTO EVERY MINUTE DETAILS AND AVOID BELITTLING OTHERS

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Alex needs to trust that other people do actually know how to perform tasks they have been performing for a while and they do not need to be told every single step. That demotivates people.



The background features faint, light-colored sketches of a hot air balloon on the left and a blimp on the right. The hot air balloon is detailed with patterns and a basket. The blimp is elongated with a tail and a gondola. The entire scene is set against a textured, parchment-like background.

**THANK YOU**

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