

Exploring The Diverse Leadership Styles And Motivation Theories Through A Case Study Analysis Bean and Bliss Cafe: Served with Love

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Abstract

Sarah Adams, owner of the café is running successfully for more than 3 years now. She has made substantial growth over the period in terms of reputation for serving good quality food and ambience to serve the young crowd.

Sarah Adams faced challenges in terms of scaling operations and maintaining the cafe's innovative culture that attracted the millennials.

The food and beverage industry is highly competitive, with established players and she needed to distinguish the business by continuously innovating in terms of the food served and experience given to the customers.

She overcame all these challenges since she had a long-term vision for the growth of the café. She believes in breaking the established norms thinking beyond traditional boundaries and coming up with novel solutions. She could create a high level of customer satisfaction because she could influence the people working for her like chefs, helpers and bring about change in the way the product was served and prepared. She inspired and empowered her team and turned the tables in her favor.

Now, Sarah Adams is energetically involved in the launch of a new café near the college campus. As a result, he has initiated the interview process to select a capable manager who can efficiently oversee the café, allowing him to focus on the new establishment. The initial candidate, Sooraj, brings with him three years of valuable experience in the same field.

The first candidate, Sam Turner has good experience of 3 years in the same field. In his interview, he states that he believes that the staff never produces enough results and is lazy. The staff doesn't have high ambition for running the café and most of the time tries and evade work which may result in reducing the quality of service. It is important to keep a constant eye on them and get the work done by them.

The second candidate, Thomson believes that to run the café successfully it is important that every staff is doing the duty with duty diligence and that can happen only when they are trusted and they feel part of the café. He believes that every human would like to work in the right kind of environment.

Sarah Adams faces a crucial decision in selecting the manager who will maintain and enhance the cafe's reputation for quality and service. The choice between Sooraj's task-oriented, supervisory approach and Aakash's emphasis on trust and employee satisfaction will shape the future of "Bean and Bliss Cafe."

Objectives-

The objective of building this case study is to impart the knowledge of Leadership and Motivation to the students and establish their interconnectedness. The Facilitator of this case study has to ensure that the students have the knowledge of the different leadership styles and motivation theories. The students can also be asked to do the role-play for a better understanding of the case and its implications in real-life scenarios.

Suggested Assignment Questions

1. What do you think is Sam Turner's style of leadership? And what type of motivation theory he follows.
2. What do you think is Thompson's style of leadership? And what type of motivation theory he follows.
3. If you are Sarah Adams, which candidate will you select and why?

Case Analysis/Suggested Answers-

1. Mr. Sam Turner has an authoritative style of leadership. He is task-oriented and also falls under the transactional style of leadership. He closely monitors the people working under them. He believes that the staff needs constant supervision through continuous micro-management and possibly rewards or punishments. His leadership style seems task-oriented, where he emphasizes getting the job done efficiently, but it may lack a focus on building positive relationships with the team.

Sam Turner follows Theory X of Motivation wherein he believes that staff is innately lazy needs constant monitoring and doesn't hold huge ambition for them and their life.

2. Mr. Thompson has a transformational style of leadership. Aakash's Style of Leadership: Aakash appears to have a transformational or servant leadership style. He values trust and believes in creating a positive work environment where employees feel valued and motivated to perform their best. He believes in the importance of fostering a sense of belongingness and ownership among the staff.

Thompson follows Douglas McGregor's Theory Y of Motivation and also believes in boosting intrinsic motivation which involves higher job satisfaction. He recognizes the importance of satisfying higher-level needs, such as the need for belonging and self-esteem, to motivate employees. He understands that the employees will be motivated to perform well when their emotional and psychological needs are met, which can lead to self-actualization and improved performance.

3. If I were Sarah Adams, I would select Sam Turner as the manager for the new café. He is capable of building a positive work environment, building trust, and motivating employees intrinsically. He is likely to build a more motivated and committed team, which is essential for the long-term success and sustainability of the café. His emphasis on making staff feel like a part of the café aligns well with the reputation that Sarah Adams has built for providing good quality food and ambience. He seems to be a better match for the role as he can positively contribute to building the brand's reputation.