Bringing teaching, learning and research to life

Business & Management
Teaching with In Practice Video
Leadership in the Modern Business Environment

This video reviews the role of leadership in the modern business environment through an interview with industrial plant manager David Brown. Brown describes his responsibilities as plant manager working in a modern business environment. He describes his view of leadership, outlining integrity, character, and a vision of the future as key elements to leadership. He also describes the need to be a good communicator and listener. Additional issues that are addressed include leadership style, motivation, and the skills necessary to be a good communicator.

Suggested Courses or Topics
This video can be included in courses or programs in business, counseling, education, public health, public policy, psychology, and project management. Specific topics might include:

- communication,
- consulting,
- conflict resolution,
- cross-cultural management,
- human capital,
- human resource management,
- leadership,
- management,
- negotiations,
- organizational behavior,
- organizational change, and
- teams and groups.

Classroom Clips
Listed below are a few examples of clips that focus on key concepts:

- David Brown describes advice for stepping into a leadership role. Clip 15:20.
- David Brown describes the biggest resource challenges to be a successful leader. Clip 13:54.
- David Brown describes the importance of communicating values on a daily basis. Clip 10:06.
- David Brown explains the importance of data in effective leadership and management. Clip 6:26 – 07:52.

Research Assignment
See below for some example assignments that you might use for students

1. David Brown outlines his view of leadership. Now it’s time to turn to the research. Conduct a review of peer-reviewed research on leadership. What are the main themes that emerge? How does David Brown’s approach to leadership reflect the current trends in research?

2. Interview a manager or leader in an organization. Ask them what they think leadership means. How do they practice leadership and what are some of the problems they face as leaders working in a modern leadership context?

Classroom Discussion
Here are some example questions that might be used for in-class discussion.


2. What is the role of a leader in motivating others and building a team? What are some of the things a leader can do to build a team? (Clip 04:03 – 04:52) How does a leader build creativity and innovation and technology? Clip 04:53.

3. Describe the types of data that are critical to leaders. How do leaders capture data and use the data?

4. What are the greatest challenges to leadership in the modern business environment?