

A leader, someone you can aspire to be like, someone you can follow in their example. A manager you work for sets goals and expectations for the people under them (Arruda, 2016). A leader doesn't have to be a CEO or high-ranking official in a company. Mahatma Gandhi is considered by many to have been one of the great leaders of recent times; people didn't look up to him because he was their superior; instead, he inspired them (Blakemore, 2021). Elizabeth Holmes was the founder and CEO of Theranos. Compared to Steve Jobs, Holmes was on her way to massive success in Silicon Valley until the SEC charged her with fraud (Pardes, 2021). Compare a leader like Gandhi to a manager like Holmes and understanding the difference between a manager and leader is easy. While not every manager is considered a leader, there are many exceptions. Elon Musk has become very popular in the mainstream recently; despite his sometimes odd behavior, a poll in 2019 showed that Elon is recognized as the most inspirational leader in tech. His ambition to help construct a more exciting future, with things like space travel and electric cars, inspires people motivating them to work harder (Taylor, 2019). Not every manager is a leader, and not every leader manages in a corporation, but good managers and inspirational individuals often see themselves as leaders.

Different leaders have different styles; there is a spectrum a leader's style can fall under. From Autocratic, where a manager's authority is high, and employees' freedom is low, to free rein, and in the middle participative/democratic leadership style (Nickels, W. G., McHugh, J. M., & McHugh, S. M., 2022). Giant corporations such as Alphabet, Microsoft, and Apple have had success with democratic leadership. One of the most famous CEOs of all time, Steve Jobs, was known to have an autocratic leadership style. However, his eye for detail and creative awareness was influential in putting Apple on the map when the competition was very high; his being heavily involved in many things at once was essential to keep Apple in close competition with Microsoft (Kassim, 2021). While Current CEO Tim Cook has had as much success in leading Apple with his democratic leadership style. He is more focused on advancing the level of talent at his company, and he makes sure his employees are well aware of what they are doing, keeping them sharp (The Investopedia Team, 2021). These two CEOs illustrate that no one leadership style is best, but depending on the situation, one can be more well suited to the company's needs. A great leader like Tim Cook or Steve Jobs may be Autocratic with an underperforming employee while giving free rein to extraordinarily talented and creative employees at the same time.

Most people work harder when they feel their work is essential to their organization. Therefore, companies that empower their employees can see benefits that affect the entire business, such as more productivity and more motivated employees (Singh, 2020). In addition, employees who have access to more information and decision-making power can take more initiative in making decisions and learning new things to improve their abilities in their respective position. Companies like Google have successfully empowered their employees, allowing them to spend twenty percent of their time working on things they find the most

captivating and encouraging communication with its leaders (Willams, 2015). Through these methods, Google has been at the forefront of software innovation and has become arguably the most important destination on the internet, attracting some of the most brilliant minds in the software engineering field.

To empower workers, companies must provide access to the information vital in allowing individuals to perform at their best (Nickels, W. G., McHugh, J. M., & McHugh, S. M., 2022). The process of organizing and sharing this information is called knowledge management. There's often tons of data available; sorting this data and discovering what is essential is crucial. For example, the company mentioned in the previous paragraph, Google, collects vast amounts of data. To sort through this data and empower employees, they use a system called Mesa. This system creates billions of queries and trillions of rows every day, managing it in real-time (Gupta et al., 2014). This system gives workers the knowledge they need to perform at the highest level, keeping it in an easily accessible space.

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