

YPF IMBIZO: SUSTAINING THE FUTURE OF ENGINEERING

Olu Soluade
CESA President



YPF IMBIZO

LEADERSHIP & MANAGEMENT: BEST PRACTICES

Leadership 2023

Lisa Cash Hanson stated that:

- ◆ Leadership is the ability to guide others without force into a direction or decision that leaves them still feeling empowered and accomplished

Visionary Leaders Excel and serve effectively

Effective Leadership Empowers the People

Leadership 2023

Tom Brokaw's statement that:

- ◆ It's easy to make a buck. It's a lot tougher to make a difference

Visionary Leaders make a difference

Effective Leadership make a difference

Sustainability 2023

Palmer et al (2022) opined that:

- ◆ Sustainability implies that new working methods and performance levels are maintained for an appropriate period or that new practices are routinized until they become obsolete
- ◆ Ability to carry out our business without jeopardizing the future generation to do theirs

Leadership Examples and Traits

- ◆ Mr. Nelson Mandela
- ◆ Rev Martin Luther King, Jnr.
- ◆ Adolf Hitler

Leadership Examples and Traits



Leadership Examples and Traits

A large red rectangular area containing the text 'The Guardian' in white, serif font. The word 'The' is smaller and positioned above 'Guardian'.

**The
Guardian**

The Quote

Jonathan Haidt, a social psychologist stated that:

- ◆ The human mind is a story processor, not a logic processor

The Starbucks Story

Background on Starbucks: (Palmer, et al, 2022)

- ◆ Founded in 1971 with over 30, 000 locations, 330 000 employees and annual revenue of \$25 billion, Starbucks is the largest seller of coffee in the world
- ◆ The company's founder, Howard Schultz, decided to leave the company after 30 years at the helm
- ◆ 2018 the company was accused of racial bias

The Starbucks Story

Background on Starbucks: (Palmer, et al, 2022)

- ◆ Ms. Roz Brewer was appointed in 2017 as the COO. The first African-American to hold such a senior position in the company
- ◆ The revenue of the company was declining and she has a challenge in her hand

Roz Brewer: Her Discovery

- ◆ Analyzed Starbucks business operations in the first three months as COO
- ◆ Found out that 40% of the staff time were spent away from customers
- ◆ Too many development and change initiatives were been run by the corporate head quarters

Roz Brewer: What did she do?

- ◆ She focused on the numbers and brought discipline to the stores
- ◆ She simplified, eliminated and automated tasks to enable the store staff to spend more time with customers
- ◆ Dedicated Baristas were appointed to focus on online orders
- ◆ Stopped all unnecessary projects at the head office and focused on three priorities
 - ◆ Beverage Innovation
 - ◆ Store experience, and
 - ◆ Digital business

Roz Brewer: The Outcome

- ◆ Starbucks' stock price rose 70 percent between 2017 and 2019

The Lessons from Roz Brewer to Engineering Leaders and Professionals

- ◆ Be decisive
- ◆ Know the business
- ◆ Work in a team
- ◆ Empower all
- ◆ Share glory with all
- ◆ Don't maintain the status-quo

The Starbucks Video

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Leadership Examples and Traits



Thank You

Questions and Answer Session