

## **Report on Kim Jong-un's leadership style**

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### **History:**

Kim Jong-un was born on 8th January 1982 in North Korea. He studied at Kim Il-Sung University and also lived in Switzerland from 1990-92. He is a politician who has been supreme leader of the country since 2011 and he is also a leader of workers' party of Korea since 2012. His father was also a supreme leader of the country. From 2010 he was seen as the successor of his father, after the death of his father in 2011 state television announced Kim Jong-un as a "Great Successor".

### **About leadership:**

On a broader level the leader followed the same style of leadership as followed by his grandfather that is of Cult of Personality. This leadership style generally uses the techniques of mass media, propaganda, the big lie, spectacle, the arts, patriotism, and government-organized demonstrations and rallies to create an idealized and heroic image of a leader, often through unquestioning flattery and praise.

But, apart from this style of leadership he also used the leadership style where coercion is used to make people follow. This style of leadership is called coercive leadership. In this concept there are generally three things that are used, 1. The leader manages employees around processes and ensures that they stick to the plan in front of them. 2. He expected or in a way demanded unquestioned obedience of his subordinates. 3. He rewarded the people who followed him unquestioned and abided by what is expected from him.

Few of the examples of his coercive leadership style are listed below. There are numerous such restrictions or rules imposed on the public by Kim Jong-un which if broken are followed with severe punishments.

1. All foreign entertainments are disallowed in North Korea if the rule is broken, capital punishment will be given

You might wonder why it matters? Because the dictatorial leader wants to control their citizens and is afraid of betraying him, many propagandas have been found in North Korea to educate the citizens to be loyal without questioning the government. So, there's a regulation to disallow the citizens to watch or sell any foreign entertainments (even movies/series from South Korea are still banned). With a fear of being betrayed, the leader believes that watching the foreign entertainments will change the citizen's attitudes and thoughts towards him. If the government finds a person who breaks this rule, the capital punishment will be applied.

2. Execution for who is against Kim Jong-un

It is a cruelty and no one should deserve it if he/she thinks differently. However, it happened in North Korea. Relating to the previous example, the leader wants the citizens to be under his control. Many people have died because they disagree with the government. Same as

Minister Hyon Yong-chol who has been executed for showing disloyalty to leader Kim Jong-un. Another of 15 senior officials are also reported to be executed with the same reason.

With brutality in North Korea, many people have tried to escape from their homeland by crossing the border through China. Surely, escaping is illegal. If they are arrested by police while escaping, they will be immediately assassinated. Some successful immigrants from North Korea said it's a commercial. They have to pay 6,874 euro per person for knowing how to escape but there's no guarantee they will be safe and sound.

Though, the leadership style could be seen as inhuman and grossly negative, there are some achievements of the leader in discussion. They are mentioned as following:

1. He holds the title of General Secretary of the Workers' Party of Korea, Chairman of the Central Military Commission, and President of the State Affairs Commission.
2. He is a member of the Presidium of the Politburo of the Workers' Party of Korea, the highest decision-making body.
3. He was promoted to the highest rank of Marshal in the Korean People's Army, consolidating his position as Supreme Commander of the Armed Forces.
4. He presided over an expansion of the consumer economy, construction projects and tourist attractions.
5. Kim Jong-un showed a change in cultural policy from his father by attending a Moranbong Band concert in 2012 which contained several elements of western pop culture.

Any leadership style has some drawbacks. Though Kim Jong-un may be able to control the public of his country but he has failed at following mentioned things:

1. Kim has a poor international image across the globe.
2. He failed to launch policies which would contribute to the revival of the Korean economy.
3. He failed to make DPRK accepted as democratic nation.
4. He failed at denuclearizing leading to sanctions.

### **Why Kim and what to learn from Kim Jong-un's leadership style:**

We can clearly see that the leadership style employed by Kim is not the most effective way to lead the team or followers, we can take many important lessons from it with respect to what should not be done when leading or managing a team. The reason behind choosing this leader was that he is surrounded by so much negativity that we might gain very good insight on don'ts in the leadership.

Few of the important lessons from Kim's leadership style are:

1. Never annihilate your enemies: Kim executed his defense minister because he nodded off in a meeting. Strong leaders don't fear but appreciate dissent as it allows them to reflect on their decision making.
2. Never alienate your allies: Allies are the most important people who help collaborate and contribute towards any leader's success. China had been allies with North Korea for so long but Kim's antics irked China and now North Korea is left without any powerful allies.

3. Leader should know the difference between holding and wielding the power.