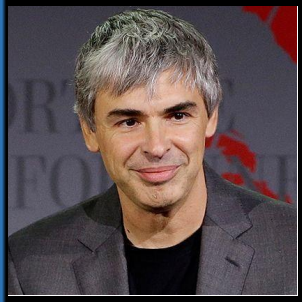


Engineering Leadership Workshop

GEL Program 2020-21

Case Study 2: Larry Page



Larry Page cofounded Google along side Sergey Brin in 1998. Google currently is the No 1 search engine, worldwide. Page graduated from Michigan University with a degree in Computer Engineering and later obtained a master's in computer science from Stanford University. When people think of a successful entrepreneur, they usually think of a charismatic and outgoing leader. Page is known as an introverted leader. Page has never made a keynote address, but was rather an executive that kept his head down, solving problems and innovating new products.

Page stated that his team should believe in audacious ideas. “By tackling big ideas that could really change the world, you attract incredibly smart people and achieve something worthwhile, even if it’s not your original goal.” He tries his best to avoid an autocratic way of leading. “Google should be like a family” he said. Page believes that if employees feel that the company is like family, you get better productivity. Page likes to be involved in the hiring process of new employee, he seeks thousands of candidates to join Google. Page states that his job as a leader is to ensure that every Googler has opportunities. He wants his employees to feel that they’re having a meaningful impact and are contributing to the good of the society. Larry Page quiet and reflective nature was fundamental in the development of a transformational brand that is now worth \$1 trillion.

Discuss the following questions within your group:

1. Why do you believe Page is a successful leader?
2. What are the impacts that Page is having on his employees and organizations?
3. Out of the 4 leadership styles which one(s) do you believe Page is?
4. As a 21st century engineer, What qualities were you most attracted too?
5. Which traits would I want to emulate?