

Exercise Meeting 1:

Case: General Electric: From Jack Welch to Jeffrey Immelt

Questions:

- 1. Which are the strategies that you can identify during Jack Welch's time as a CEO of GE? (Name & define the strategies)
- 2. How did he implement his strategies?
- 3. Discuss the main strengths and weaknesses of Welch's leadership style.
- 4. How does GE differ under the leadership of Immelt compared to the leadership of Welch?

