



LEADERSHIP ARCHIVE

Prepared for the Bachelor of Science in Communication and Leadership by Gio Johnson

Name and current title of the leader:

- Beyoncé Giselle Knowles-Carter: American singer, songwriter, dancer, and actress

CV or resume here or at the end of this document:

- <https://en.wikipedia.org/wiki/Beyonc%C3%A9>

Describe the nature of the organization, agency, or other structure being led by this person:

- Beyoncé established BeyGOOD Organization in 2013 to provide charitable support to places that are in need around the world such as Flint, Michigan, Eastern Africa, and Houston, Texas. Before her BeyGOOD Foundation took off, Beyoncé, along with Kelly

Rowland, Solange Knowles, Tina Lawson and Matthew Knowles created the Survivor Foundation. With this foundation, Beyoncé and company helped families that were affected during Hurricane Katrina by providing, food and transitional housing, which was similar to her work through the BeyGOOD Foundation after Hurricane Harvey.

In what sense is this a leader for social improvement?

- Beyoncé's philanthropy work has created social improvement by her launching BeyGOOD Houston specifically to help with the Hurricane Harvey Relief. The initiative works with Bread of Life and Greater Houston Community Foundation, and Beyoncé asked her fans to donate to the two groups that provided assistance by purchasing baby products, cots, blankets and other items that were ruined due to Hurricane Harvey. Ever since the start of her career, Beyoncé has always felt a need for social improvement. Beyoncé has worked not with just through BeyGOOD and the Survivor Foundation, but she has also done work through a variety of other initiatives: Michelle Obama's "Let's Move" Campaign to encourage kids to exercise through dance; Wycleaf Jean's "Hope for Haiti tribute concert; "Stand Up For Cancer"; donating a charity single featuring other female artists; and so much more! They don't call her "the queen" for nothing!

Describe in detail the challenges faced by this leader in communicating.....

Within the organization

- The BeyGOOD Organization does a lot to help different families, so communication is key. Within the foundation, it's important not to have too many people giving directions to avoid confusion and conflict. With her charitable efforts being so abroad, Beyoncé's team keeps her up to date with any and everything that's going on within the organizations.

With the public

- With Beyoncé being one of the biggest superstars in the world and her having her hand in multiple charitable organizations throughout the span of her career, she typically tries to stay out of the public's eye when she is doing charity work to avoid unwanted attention. Yes, she encourages her fans to donate and try to help put when they can, but she doesn't like to post or talk about every single thing she does with her charitable efforts. She has always been a private person and just doesn't like the unwanted attention that comes her way.

Specify how those challenges arise from the management of knowledge and information

- Beyoncé is a respected artist and businesswomen. She typically tries to stay out of the limelight, but she runs just about everything behind the scenes. I think the way she has set up her team of people really speaks volume about the type of environment she creates. I think one of the many reasons she is respected so much in the industry is due to the fact that she is a strong woman. She said in an interview that you can't mix being polite and professional together. She then went on to talk about how she is never rude to anyone, but her team knows that she means business! There have been no scandals affiliated with Beyoncé or the BeyGOOD Organization. Beyoncé has control over her personal life and her professional life.

Identify ethical challenges faced by this leader in communicating

- Beyoncé is very expressive in her music, so when she dropped a music video for her 2016 hit, “Formation, the world went crazy! There were mixed reviews for the video; however, some of the backlash she received was from the people of New Orleans, who had to revisit the trauma that Hurricane Katrina caused in 2005. (For example, she has the streets flooded with water and sinks a cop car in the video.) She released a statement of saying that she had not meaning to offend anyone that was affected by Katrina; she just simply wanted to pay homage to her roots.

Which effective strategies of communication is this leader known for, especially in the management of knowledge and information?

- Beyoncé is known for being one of the biggest superstars in the world; her name alone means greatness. She talks about how she is always looking to give back to the community and better the environment for young people. Her work with BeyGOOD has provided opportunities for single mothers, women entering college, and so much more. A common thread is that Beyoncé uses her platform to address issues through her music. Her 2016 Super bowl Halftime Performance, where she paid tribute to Black Lives Matter and the Blank Panther Party, proved that she is just not an ordinary performer. She and husband Jay-Z also did a “Rock the Vote” Concert where the power couple encouraged people to vote and “use their voices to do something great for the children.” Beyoncé communicates not only her music, but also through her website, Beyonce.com. Here, fans get to see all the work Beyoncé has done with her charitable efforts and the work she continues to do with her BeyGOOD Foundation.

What are some weaknesses or shortcomings in this leader’s style?

- Beyoncé has been criticized for not taking a hands on approach in all of her charitable efforts. For example, when Hurricane Harvey came to Houston, Beyoncé was criticized for not taking immediate action and only posting a photo to her Instagram page that said: “Texas you are in my Prayers.” We all Know, Beyoncé wasn’t going to leave Houston to suffer, because days later she was there with her BeyGOOD Foundation assisting everyone in need!

Summarize, and then copy at the end of this document or in external links, some key examples of speeches, press releases, blogs, and so forth that illustrate the leader’s ability to communicate well in managing knowledge and information:

Although she is one of the biggest celebrities in the world, Beyoncé happens to have a huge heart, and she is always helping out others.

- <http://www.eonline.com/news/878833/beyonce-meets-with-hurricane-harvey-victims-in-houston-all-the-details-on-her-charitable-trip>
- <https://www.youtube.com/watch?v=nSNwWDKhPnE>
- <https://www.youtube.com/watch?v=frA92axfMDg>

Summarize, and then copy at the end of this document or in external links, some key examples of news articles, online commentary, and so forth by the public that show reactions and critiques to the leader's attempts to communicate well in managing knowledge and information:

Beyoncé is known worldwide, so her charitable efforts aren't unnoticed, even when she tries to hide them under the radar.

- <http://abc7chicago.com/entertainment/houston-is-my-home-beyonce-gives-to-relief-efforts/2396241/>
- <http://abc7chicago.com/entertainment/houston-is-my-home-beyonce-gives-to-relief-efforts/2396241/>