Abstract

The aim of this study is to investigate the impact of the leadership styles according to the two-dimensional leadership theory called the Leadership Grid Model of Blake and Mouton that built on five management styles which are (Impoverished, Authority –Compliance, Middle-of-the-Road, Country Club and Team Management Style) on the selection of business strategies at the Jordanian insurance companies. For the purpose of this study, a questionnaire has been developed and distributed to 100 managers from the Jordanian insurance companies, 79 acceptable questionnaires have been received back at a percentage of 79%. Following to data analysis and hypothesis testing, the following conclusions have been arrived at:

1. No significant impact of leadership styles according to Blake & Mouton model on the adoption of the cost leadership strategy. Meanwhile the study revealed no impact of the impoverished style, middle of the road style, country club style, and team management style on the cost leadership strategy, it revealed a significant impact of the authority compliance leadership style on this strategy.

2. A significant impact of leadership styles according to Blake & Mouton model on the adoption of the differentiation strategy. Meanwhile the study revealed an impact of the impoverished style, middle of the road style, country club style, and team management style on the differentiation strategy, it revealed no significant impact of the authority compliance leadership style on this strategy.

3. A significant impact of leadership styles according to Blake & Mouton model on the adoption of the focus strategy. The study revealed an impact of the authority compliance leadership style, middle of the road style, country club style, and team management style on the focus strategy.