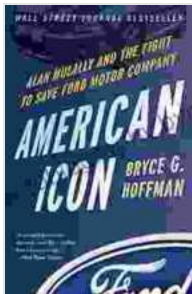


# Alan Mulally and the Fight to Save Ford Motor Company

## A Story of Leadership, Innovation, and Redemption

In the fall of 2006, Ford Motor Company was on the brink of collapse. The company had lost billions of dollars in the previous few years, and its stock price had plummeted. Many people believed that Ford was too big to fail, but it was clear that the company needed to make some major changes in Free Download to survive.

That's when Alan Mulally was hired as Ford's new CEO. Mulally was a former Boeing executive with a reputation for being a tough but fair leader. He quickly set about implementing a number of changes at Ford, including a focus on quality, innovation, and customer service.



## American Icon: Alan Mulally and the Fight to Save Ford Motor Company by Bryce G. Hoffman

★★★★☆ 4.8 out of 5

Language	: English
File size	: 3779 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
X-Ray	: Enabled
Word Wise	: Enabled
Print length	: 434 pages

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Mulally's changes were not popular with everyone at Ford. Some employees resisted his efforts to change the way the company did business. But Mulally persevered, and he eventually began to turn the company around.

One of the key things that Mulally did was to create a culture of innovation at Ford. He encouraged employees to come up with new ideas and to take risks. This led to the development of a number of new products, including the Ford Fusion and the Ford Escape. These products helped to improve Ford's sales and profitability.

Mulally also focused on improving customer service at Ford. He wanted to make sure that every customer who bought a Ford vehicle had a positive experience. This led to a number of changes, including the creation of a new customer service hotline and a new warranty program.

Mulally's efforts to turn Ford around were successful. By 2011, the company had regained profitability and its stock price had rebounded. Mulally is credited with saving Ford Motor Company from financial ruin. He did this by instituting a number of changes, including a focus on quality, innovation, and customer service.

### **Mulally's Leadership Style**

Mulally is a charismatic and inspiring leader. He is known for his ability to connect with people and to motivate them to achieve great things. Mulally is also a very demanding leader. He sets high standards and expects his employees to meet them. But he is also fair and supportive, and he is always willing to help his employees succeed.

Mulally's leadership style is based on a number of principles, including:

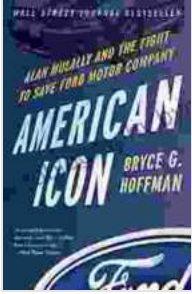
- **Vision:** Mulally has a clear vision for the future of Ford Motor Company. He wants the company to be the world's leading automaker.
- **Values:** Mulally believes that Ford should be a company that is built on trust, respect, and integrity.
- **People:** Mulally believes that Ford's most important asset is its people. He is committed to developing and supporting his employees.
- **Excellence:** Mulally expects excellence from himself and from his employees. He is always striving to improve and to do things better.

Mulally's leadership style has been very successful at Ford Motor Company. He has helped to turn the company around and to make it one of the most respected automakers in the world.

## **Mulally's Legacy**

Mulally retired from Ford Motor Company in 2014. He left a lasting legacy at the company. He helped to turn Ford around and to make it one of the most successful automakers in the world. Mulally is also credited with creating a culture of innovation and customer service at Ford. His leadership style has been adopted by many other companies around the world.

Mulally is a true leader. He is a visionary who is not afraid to take risks. He is also a compassionate and supportive leader who is always willing to help his employees succeed. Mulally's story is an inspiration to us all. It shows us that anything is possible if we have the courage to dream big and to never give up.



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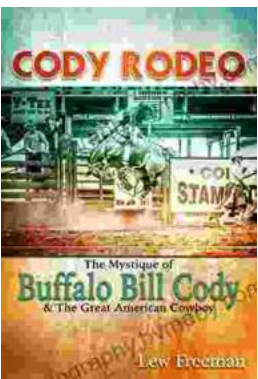
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