

Assessment #2

Using Primary Data

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Leadership skills is a prominent part of creating and leading a team or a company, designing, implementing and collaborating teams, mentoring, inspiring, and finding useful information to stay productive in today's society. These skills are often discussed and evaluated in terms of CEO's, directors, and founders. Each play a part that relays in confidence, physical and mental strategies, team collaborations, and integrated productivity. In Lifehacker's, "This is How I Work" series of interviews, each interviewee's goals are limited, but guide readers on opposing viewpoints on professional practice.

In order to better understand what it means to succeed in leadership, these interviews examined several leaders' views of success in their work and everyday life. The qualitative coding research study in these interviews formed part of a broader project to develop leadership concepts and practices that can reflect and promote good practice of leadership and a healthy lifestyle. Upon reading throughout their interview responses, several themes emerged through the process of qualitative coding. "A code in qualitative inquiry is most often a word or short phrase that symbolically assigns a summative, salient, essence-capturing, and/or evocative attribute for a portion of language-based or visual data" (Saldafia, 2009, p.3).

Finding the foundations of leadership, investigating potential causes of productivity, documenting lifestyles from the participants, and determining whether the experience led to the development of a theoretical framework or conceptual understanding of the leadership are all possible through qualitative research and coding. The methodology used for coding and collecting must be precise and repeatable, enabling and leading to data analysis.

Qualitative methods were used to create themes from each of the ten interviewees examined in this assessment. Data was gathered through a combined survey/interview process

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related to programmatic successes, evidence of success, and implementation challenges. Ten participants' interviews were collected on LifeHacker's, "This is How I Work" series. From examining the interviews, a number of themes emerged in the following categories: work productivity, sleep patterns, usage of technological apps, leisure habits and lifestyles, and locations. Ryan and Bernard (2000) state, "Word repetitions, key-indigenous terms, and key-words-in-contexts (KWIC) all draw on a simple observation—if you want to understand what people are talking about, look at the words they use" (para. 6). Repetitive words which led to coded themes were found in these ten short interviews collected in LifeHacker's, "This is How I Work" series.

Anna Akana is an actress that resides in California. She wakes up at 6:30 a.m every morning. She uses an iPhone to help her organize her projects. She has a desk where she usually works at every day. Her MacBook and iPhone help her organize her emails, meetings, notes with the main help of Google Calendar. Anna loves visualizing her ideas with bullet journaling and visual boards. She loves to read, go to the gym, eat dinner with friends, and listen to music in her downtime.

Zola's CEO, Shan-Lyn Ma, resides in New York City. Zola utilizes an iPhone and MacBook to work. She wakes up early to start her day and goes to the gym whenever she can. She needs to meditate every day and tells her readers that everyone should take breaks. She loves to read as much as she can. Her technological apps she uses on her devices are, Slack, Headspace, Google Calendar, and an app called Noken which helps with her travel itinerary. Shan-Lyn Ma's main priority in business is to make sure she collaborates with her team very well. She also invests in small companies to support them.

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DoorDash and GrubHub's CEO, Tony Xu and Maria Belousova, both used to work at small technical engineering companies before they became a CEO of their founded companies. They both use iPhones and work freely amongst portable desks in various locations. They both love to read and exercise as much as they can. They are avid Google Calendar and Notes app fans. These apps help them both stay organized and collaborate with their teams.

Quizlet's CEO, Matthew Glotzbach, has an impressive resume of past jobs that he has worked at including Google. Matthew resides in San Francisco, California where he wakes up at 5:15 am. He uses a MacBook and a Google Pixel 11 mobile phone. This was the only interviewee in my studies that did not utilize an iPhone. He listens to music, read books, and podcasts to educate himself of his surroundings. He also makes sure that he exercises whenever he can. Matthew states, "exercise clears your mind and is good for your soul" (para. 13). Matthew loves to collaborate with his team using all Google Apps. Google Calendar is his favorite productivity app to use on his MacBook and Google Pixel 11 cellular phone. His interview's concluding paragraph states, "finish what you start" (para. 15)!

Katia Beauchamp is the founder and CEO of the beauty subscription box, Birchbox. Katia currently resides in New York City and uses her iPhone and MacBook to work and organize her life. Her desktop is minimal while she values in collaborating with her team. Her main apps that she uses are Google Docs, Voice Notes, and Evernote. She is a firm believer in making lists to organize her tasks and thoughts. She wakes up early and meditates or reads books.

Ron Arnesen is the CEO of Chevrolet. His entire interview focused on collaboration because building a car is all collaborative work. Ron oversees many engineers and mechanics throughout his day. Ron is the only person that does not reside in California or New York.

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However, he and his family constantly relocate due to his title and entity in Chevrolet. Given that he travels so much, Arnesen states, “get global experience. It can benefit your career” (para. 23). Ron works off of an iPhone, iPad, and MacBook. He makes highly use of iPhone messages, Google Hangouts, and WhatsApp for constant communication and collaborative work with his team members. Arnesen states, “as a leader, set clear expectations and priorities for your team” (para. 22). Collaboration is a key element in building Chevrolet cars. Arnesen also listens to music to help with his workflow. He also recharges to the help of music and exercising. His desk is clean. Ron adds a comment in his interview that states an Albert Einstein quote. The quotes states, “If a cluttered desk is a sign of a cluttered mind, then, is an empty desk a sign?” (para. 9)

Chris Martin , Chief technology officer of the streaming platform Pandora, resides in Oakland, California. Dissimilar from the other interviewees, Chris views himself as just a facilitator at Pandora. He owns an iPhone and a MacBook. The most important apps that he uses on his iPhone are Apple News and Twitter. Chris likes to be fully aware of what is going on in the world around him. While Chris is browsing the news, he has a desk and makes many to-do lists to facilitate and collaborate with his team. He will also listen to a variety of music genres to help him focus. Music genres depend on what project he is working on – an important factor in Pandora’s music-listening objectives.

Astronaut and advocate Ron Garan advocates international cooperation and promotes empathy to address world problems. An avid astronaut who must collaborate with a team in space, also wrote a book called *The Orbital Perspective*, which speaks about countries collaborating on International Space Station. His favorite app is Evernote and enables him to organize and collaborate with both national and international projects. He utilizes all this information on his iPhone and MacBook. He also listens to music while in space. However, he

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prefers quietness when he is at home on Earth. Ron wakes up early and tries to read as much as he can. His ending quote states, “traveling at five miles per second gets you places fast, but only so far” (para. 14).

The last interview includes the famous television series scientist and teacher, Bill Nye. Bill resides in both New York and Los Angeles. Bill is an avid Apple fan and utilizes an iPhone and MacBook. He has a desk in both locations and makes to-do lists on his technological devices. He mostly uses Google Docs and Microsoft Word to write out information and collaborate with his teams. The Screenwriter app helps him write out his ideas and put them into words. While working, he listens to music. He changes genres according to his mood and what he is working on. Bill also likes to wake up early and bike ride around his locations. Bill continues to learn about new scientific discoveries to teach to the world. He relies heavily on his technological apps to help with his hacks. Although he states that a pen and paper work as well sometimes too, Nye finishes his interview in stating, “A good hack lets you do more with less” (para. 21).

In conclusion, there were various themes that were found within these ten interviews. Nine out of ten interviewees resided in either California or New York and utilized an iPhone and a MacBook. All interviewees used technological apps to assist their productive lives. Every interviewee regularly exercises, reads, and meditates. They also wake up early for in order to maintain their personal and professional lives. An essential emergent theme was collaboration, in which they all collaborate with their teams. These ten interviews also revealed themes in leadership and demonstrated real motives and precise objectives for engaging in daily life.

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