**Video Title:** Ford Motor Company: The Men Who Built America: Traits of a Titan

**Video URL:** [**http://www.history.com/topics/henry-ford/videos/henry-fords-motor-company?m=528e394da93ae&s=undefined&f=1&free=false**](http://www.history.com/topics/henry-ford/videos/henry-fords-motor-company?m=528e394da93ae&s=undefined&f=1&free=false)

**Run Time/Source:** 3:40, History Channel

**Close Caption Available:** Yes

The traits, characteristics, and behaviors of leaders are covered in pages 223-231 of the textbook. This video highlights the accomplishments of Henry Ford, as perceived by business leaders of about fifteen to twenty years ago, such as Steve Case, Jack Welch, and Carly Fiorina (yes, the same woman who wanted to be president of the United States). Ford could see possibilities that others could not see, such as the democratization of personal transportation. As with other business leaders of his time, he had the courage to take great risks, and was willing to fight rules and regulations to launch his company. The influence of Henry Ford was so enormous that he is regarded as the person who changed manufacturing as well as America.

*Questions for Thought and Discussion*

1. This video is linked to the study of leadership, but which other topic in organizational behavior does this video illustrate?

2. Which aspect of charisma does Ford appear to illustrate.

3. In what way does Ford appear to have been influenced by scientific management?

4. What did Henry Ford accomplish that might suggest he truly cared for people as part of his leadership?

5. Identify one or two business leaders of today, or the very recent past, who you think might have an influence approaching that of Henry Ford.