



21st CENTURY WOMEN'S ENTREPRENEURSHIP & LEADERSHIP

ANNUAL CONFERENCE

APRIL 21-22, 2023 | CROWNE PLAZA MADRID AIRPORT, MADRID

This study examines the actions of Michael Scott, self-proclaimed “World’s Best Boss”, to determine how he communicates leadership on *The Office*. Using Northouse’s (2020) definition of leadership, Scott’s behavior is content analyzed to establish his particular message transmission tendencies. Further, given Scott’s unique management style, George’s (2003) dimensions of authentic leadership are used to code Scott’s behavior as Scantron’s regional manager. Based on a quantitative coding of shows, two main findings are advanced. First, Scott’s leadership prioritizes verbal over nonverbal messages. Second, Scott’s approach to leadership emphasizes the authentic dimensions of close relationships, clear purpose, and a caring heart most often with his employees. Scenes from *The Office* are identified that validate these findings and feature authentic leadership theory in action. Pragmatically, this research offers trainers, managers, and teachers a resource for educating trainees and students on the role of verbal and nonverbal messages in leadership as well as a tool for developing authentic leadership in others

Biography

Dr. Philip Aust is an Associate Professor at Kennesaw State University (KSU) in greater Atlanta, Georgia. KSU is Georgia’s second largest public university with an enrollment of 43,000 undergraduate and graduate students.

With over 30 years of university instructional experience at the undergraduate and graduate levels, Dr. Aust teaches courses offered in KSU’s School of Communication and Media. His instruction emphasizes leadership development in professional and personal contexts. He regularly teaches Leadership, Organizational Consulting, Training and Development, Intercultural Communication, Interpersonal Communication and Research Methods using face-to-face, hybrid, and (synchronous and asynchronous) online formats. Dr. Aust has been recognized for outstanding instruction by KSU’s Center for Excellence in Teaching and Learning, Center for Student Leadership, and KSU’s Career Services Center for exceptional service-learning.

Dr. Aust has authored and co-authored journal articles in such outlets as *Business Communication Quarterly*,

MICHAEL SCOTT AND AUTHENTIC LEADERSHIP: WHAT WE LEARN ABOUT LEADERSHIP FROM THE OFFICE

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Communication Studies, and *The Journal of Leadership Studies*. His book entitled *The Essence of Who We Are* is available from Amazon. He is currently working on research that examines the intersect of gender and language in instructional settings.

Dr. Aust regularly serves as a consultant and corporate trainer for profit and non-profit Atlanta-based organizations. He has worked with over 70 different companies including Coca-Cola, Home Depot, Lowes, and Lockheed Martin. Ultimately, his aim is to equip others with the knowledge and skills to make better communicative choices in their professional and personal lives.