**Clear Channel Case**

Strategic leadership is crucial in making sure that intensive strategies and plans are developed and applied in an effective and efficient manner. Strategic leaders have to play a very critical role to ensure that they transform their organization through setting the direction, designing the corporation, as well as fostering a culture that is obliged to ethical behavior and excellence (Marr, 2012).

**How Pittman is committed to achieving the three Leadership Activities**

Pittman has set the direction of the organization by instilling a corporate strategy. The business strategy provides the vision and the direction of a corporate to be able to achieve their missions. The direction then is further laid forward through setting the corporate agenda that aims at achieving that strategy. Bob Pittman, the chief executive officer of clear channel, has set the direction of the organization by setting a goal and mission to make which is to reinvent radio that is viewed by many as a business that has been left on the death. Pittman is plotting a revival that is based on trying to make the radio cool again. He is executing his agenda by seeking to convince the various marketers that the radio industry merits to have more than 6 percent of the share of the total advertisements spending with the television sector commanding approximately 50 percent of the share. This objective seems even harder to achieve as the clear channel is indebted with over 20 million dollars debt and wild nature of the future of radio as well as the array of digital competition that will be faced in the industry. Pittman sets a positive organizational culture in shaping the business by advertising as he argues that outdoor advertising has the greatest potential. Pittman, who is a marketer, plans to overcome the challenge of shaking off the poor image of radio, which can enable him to win back the advertisers who left in preference of other media.

**Which of the four elements of integrative thinking does Pittman most clearly exemplify?**

Elements of integrative thinking that are demonstrated by Pittman include strategy, action, review, tactics, and review. Pittman integrates intuition, reasoning, and creative imagination and has a high view of applying the four elements of integrative thinking to address the challenges’ that bright radio faces. Pittman believes that contrary to popular myths listeners of radio have not left. This is demonstrated by the arbitration, which a weekly journal that estimates that listening of radio has increased from 224 million to 242 million in the past ten years.

**Explain how Pittman applies two of the bases of power.**

This has motivated Pittman to use his two bases of power by co-hosting a cocktail party for advertisers and the media link-consulting firm that featured guest performances by Stevie Nicks. This activity also was done along with a promotional blitz for the digital side of the company called heart radio. Pittman applies his expertise as one of the bases of power and then legitimacy as another base of authority, and these come with a reward.

**Which one of the emotional intelligence self-management skills does Pittman use?**

Pittman possesses the emotional intelligence self-management skills of self-awareness, self-management social awareness and a great sense of relationship management that is demonstrated in the activities that he performs. The emotional intelligence helps him to become successful, as he can interpret other people efficiently which is a vital skill in radio.

**Cite an example of Pittman's ability to gather and integrate external information.**

 Pittman's ability to gather and integrate external information is demonstrated in his ability to capture the attention of larger advertisers who in the past viewed radio as a purely local medium. Under Pittman, the company is using its scale of coverage to pitch for countrywide business.

“A marketer at heart, Mr. Pittman sees his challenge as shaking off radio's fusty image and winning back advertisers who left for other media. He argues that, contrary to popular belief, listeners never deserted radio. According to Arbitron, weekly listening has grown in the past decade to 242 million people from 224 million.

Mr. Pittman has been touring the country talking up radio and schmoozing advertisers with a series of "show business" events. He recently co-hosted a cocktail party for advertisers with consulting firm Medialink, featuring a performance by Stevie Nicks. Plotting a promotional blitz for its digital site iHeartRadio, Mr. Pittman splurged on a two-day concert to showcase "the power we have.” -WSJ example of his ability to gather external information.