Case Study Assignment: Uber

Student’s Name:

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Course:

Date:

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**Explain why some have described Travis Kalanick as “emotionally unintelligent.” Cite some examples to support your answer.**

The emotionally unintelligent description is with regards to Travis Kalanick approach to situations. He allows his distressing emotions to control him making him respond with anger. For instance, his outburst on an Uber driver due to fare structures demonstrates the lack of self-control (Wong, 2017). Also, Kalanick’s poor judgment in business deals and the ignorance of Apple’s private policies shows his lack of emotional intelligence. He allows his business perception of winning at any cost to control him which results in poor decision-making.

**The three ego states that affect our behavior and the way we transact with others are parent, child, and adult. In the incident described in the case between Kalanick and Apple CEO Tim Cook, who in your opinion displayed the parent or adult role and who displayed the child role? Explain your answer.**

Based on the transactional analysis, the parent ego state is portrayed when we act like parents. The adult ego states are demonstrated based on the target reality or general surrounding while the child ego state occurs when people act like young ones or in youthful stages. It is common to exhibit any of these three ego stages during interactions (Puckridge, 2009). Thus, in Kalanick and Tim Cook’s meeting, I believe that Tim Cook displayed the parent role since he had threatened to remove Uber’s App from the Apple Store. Kalanick portrayed the Child’s role because he apologized for his unlawful act.

**Which of the implied behaviors (passive, aggressive, or assertive) has Travis Kalanick been known to employ in his interactions and transactions with others?**

Travis Kalanick employs aggressive behavior during his interaction with others. This is evident from his outburst on an Uber driver. Also, his ignorance of business norms and regulatory standards and disregard of others also shows his aggressiveness when it comes to achieving what he wants.

**The text describes four Conflict Resolution Styles: accommodating, avoiding, forcing, and collaborating. Which style is Mr. Kalanick more likely to exercise given his personality and ambition?**

Kalanick is likely to exercise the avoiding conflict resolution style. As observed in the text, Kalanick avoids conflict by putting off situations and addressing them later on. For instance, his apology after berating the Uber driver. He also avoided confronting the issue between Uber and Apple until Apple discovered his unlawful act and threatened to remove the App from the Apple’s App Store.

References

Puckridge, P. (2009). Transactional Analysis in action. Success Institute. <https://www.youtube.com/watch?v=XFT2HJliaKE&list=PLRn0GjEedVvioZq6tKIwi83sRdHUFok->:

Wong. J. (2017) .Uber CEO Travis Kalanick caught on video arguing with driver about fares. *The Guardian.com.* Retrieved 6 September 2018 from <https://www.theguardian.com/technology/2017/feb/28/uber-ceo-travis-kalanick-driver-argument-video-fare-prices>