

STAN LEE

December 28, 1922 - November 12, 2018

American Comic Book Writer

Characters: Fantastic Four, Spider-Man the Avengers and X-Men.



WHY WAS STAN LEE A CREATIVE LEADER?

Many believe that Stan Lee was Marvel and that it was because of his leadership and his voice in comics and other media that the era of comic books was crystallized. His leadership led to exploding sales, increasingly complex characters and stories, and a growing acceptance for the medium. He has also been an inspiration and guide to other creative artists throughout his time. Thanks to him there have been others who have stepped out and shown the world their creative ideas and made them real. Stan Lee was also the voice for many important and controversial topics including:

- Creating superheroes that were relatable such as a spider-powered teenager who couldn't get a date and still had to get home to deal with homework and acne.
- Battled racism in society through superheroes such as Black Panther, Luke Cage, and the X-Men (Tang & Williams, 2018)
- Stan Lee announced he would partner with 1821 Comics on a multimedia imprint for children, Stan Lee's Kids Universe, a move he said addressed the lack of comic books targeted for that demographic
- Stan Lee's changes to characters allowed him to reinvigorate the comic industry now that people had heroes they identified with



TRAITS AND BEHAVIOURS



Even though comic books began their decline, Stan Lee was able to stay relevant. This is because he was always willing to answer questions sometimes truthfully, sometimes cautious but always friendly. He was also said to be charming, quick with a joke and keenly attuned to his audience. Stan Lee wasn't afraid to mingle with his fans, in fact he loved it! This kept him closely connected with his readers giving him inside into their troubles and their delights. He never let his fame go to his head or ever thought that he was above others. He could be a friend to a billionaire and a troubled high school teen all at the same time. Stan Lee was also someone who liked people to like him and did not want to take the heat for anything.

LEADERSHIP APPROACH

Stan Lee had a leadership style that was sometimes relaxed, which resulted in him placing a lot of faith into the abilities of those who worked for him. It is said that on certain occasions he was especially good at shifting responsibility. A majority of his employees respected him and they relished the freedom that he gave them. It is said that as a boss, he was easy going and friendly. During his time as Marvel, he became a creative adviser, someone the editors could always go to when they ran out of ideas. Stan made sure his doors were always open so he could help. He inspired creative minds such as the creator of Spawn Todd McFarlane who's also written for Spider Man. He was the kind of leader who would happily sit a stranger down to talk about their work.



“One of the signs of a good leader is the ability to delegate responsibility and step back, and Stan was good at that”

- Wein

STYLE



Stan Lee seemed to have a style that's not normally seen. Many people feel uneasy when talking to their superior but he made it feel like you were talking to a friend. He wasn't formal and liked to keep things relaxed yet at the same time he was full of youthful energy. Many people have said that he had way more energy than they would have guessed someone his age to have. He worked hard during his time at Marvel and introduced the "Marvel Method" which allowed the artists to show some of their ideas through art while Stan would finish by writing the dialogue. This approach was completely different than what other writers were doing. It was with his creativity, enthusiasm and love of the medium that allowed him to shine during all of his work.

LESSONS LEARNED

Stan Lee has been a teacher for those who try to create characters for their readers to identify with. While studying him writers have seen the value of humanizing characters in order for the reader to become more invested in the story. In terms of leadership he is the kind of person many dream of working for. Someone who is compassionate, caring, and always there to listen to your ideas. He encourages his people to come forward with their own creative ideas because he understands that the artist he's given his plot to may have a better idea than he did

