

BUSINESS MANAGEMENT

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Chapter 3: Leading

- ⌘ Role of Leader and Leadership in management
- ⌘ Types of Leadership
- ⌘ Difference between Leader and Manager
- ⌘ Leadership approaches

➤ **Meaning Of Leader:**

- ⌘ The person who leads or commands a group, organisation or country.

➤ **Meaning of Leadership:**

- ⌘ Leadership is influencing people to follow the achievements of common goals and work effectively and efficiently towards achieving objectives.

❑ *Role of Leader in Management:*

⌘ **Required at all level:**

Leadership is a function which is required at all levels of management.

Top level-Getting co-operation in formulation of plans and policies.

Middle and Bottom level-Interpretation and execution of plans and policies.

⌘ **Representative of the organization:**

A leader has to be representative of the enterprise. He has to represent the concern at seminars, conferences, general meetings, etc.

⌘ **As a friend, philosopher and guide:**

Leader can be a friend by sharing the feelings and opinions with employees.

He can be a philosopher by utilizing his intelligence and experience as and when time required.

Leader can be a guide by supervising and commutating, the plan and policies of top management to employees

⌘ **Leader solicits support:**

Leader is a person who entertains and support to the subordinates by his personality, maturity and experience.

⌘ **Creating confidence among employees:**

By providing help, guidance and support the leader successfully creates confidence among employees.

⌘ **Providing satisfaction to the members:**

The real and effective leader is capable of satisfying personal need and wants of the members in order to motivate and maintain team spirit of members.

□ *Types of leadership*

⌘ **Authentic leadership:**

Authentic leadership work on the principal that a leader can prove their legitimacy by providing sincere relationship with their subordinates and improve team performance.

⌘ **Autocratic leadership:**

Autocratic leadership is a management style where in one person controls all the decisions and autocratic leaders make choices and do not involve others for their suggestions or advice.

✧ Charismatic leadership

The charismatic leader is visionary and works by infusing high amount of energy in his team. He sets as role model for his team and show high level of performance. They can boost the energy of employees and therefore such type of leader should be committed to the organization for long run.

Participative Leadership



- ⌘ Participative leadership consults employees and also considers their ideas when making decisions.

⌘ **Bureaucratic leadership:**

Under this leadership, a leader believes in structured procedures and ensure that his or her employees follow procedures exactly. This type of leadership is normally followed in Hospitals, Universities, Banks and Government.

⌘ **Supportive Leadership:**

In this leadership, leader support their subordinates officially and some time personally also. Leader try to fulfill their requirements.

Directive Leadership



- ⌘ Leaders tells subordinates exactly what they are supposed to do.

Achievement Oriented Leadership

- ⌘ Challenging goals are sets
- ⌘ Performance
- ⌘ Employee's ability



❑ Difference between Leader and Manager

LEADER

- ❑ Leader is a person who leads or commands a business.
- ❑ Originals
- ❑ Develops
- ❑ Focuses on people
- ❑ Bring change
- ❑ Take risks

MANAGER

- ❑ Manager is a person who is responsible for running part or the whole of a business.
- ❑ A copy
- ❑ Maintains
- ❑ Focuses on systems and structures
- ❑ Cope with the change
- ❑ Try to control risks

❑ *Leadership Approaches/Theories*

- ⊠ Trait Theory
- ⊠ Behavioral Theory
- ⊠ Contingency Theory
- ⊠ Hersey and Blanchard's situational Theory

Trait Theory

- ⊠ What characteristics or traits make a person a leader?
- ⊠ The trait theory of leadership assume that leaders are born they can not be made.
- ⊠ Trait theories consider personal qualities and characteristics that differentiate leader from non leaders.

Traits Associated With Great Leadership



Intelligence



People skills



Decisiveness



Creativity



Competency



Trustworthiness



☐ *Strengths*

- ☒ It builds on the premise that leaders are distinctive.
- ☒ Unlike all other leadership theories, Trait Theory boasts a century of research to confirm the approach.
- ☒ Trait Theory provides benchmarks for identifying leaders.

❑ *Weakness*

- ⊠ There are no universal traits that predict leadership in all situations.
- ⊠ There is also disagreement over which traits are the most important for an effective leader.
- ⊠ Traits predict behavior more in weak situations than in strong situations.

References:

- ⌘ Wikipedia
- ⌘ A.F.stonner's Business Management Book

THANK YOU