

SIXTY SECOND BUSINESS COACH September 2009

– *Elaine Turner* - Advertising Sales Manager Macarthur Chronicle

Management vs Leadership

Is about the difference between what Leaders and Managers do.

The best practice for a successful business owner or manager, is to firstly ascertain what role they take in their business.

Managers do things right....Leaders do the right thing

The Four Foundations of Management vs Leadership are:

1. Leading a Team
2. Employee Engagement
3. Motivation
4. Driving Change

Tip and Tactics for Management vs Leadership principles

1. You can't do everything yourself.
2. Have your team help you achieve success in your business
3. To perform your role effectively as a business owner requires you to continually develop your staff's knowledge and skills.
4. Engaging staff to keep them focused, productive, motivated and happy
5. Set clear tasks and outline your expectations to your team.
6. You can not make someone do something, you can only create an environment in which the person motivates themselves.
7. An engaged team is a productive and results oriented team
8. Change should be embraced. It is good for any business.
9. Always remember that it is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change.

"A true leader is like a conductor. You don't need to know how to play each instrument, but you can draw out the best in each person and bring everyone together to play in harmony".

Reference book recommended "The Welch Way" 24 lessons from the world's greatest CEO Jack Welch. Written by Jeffrey A. Krames.