



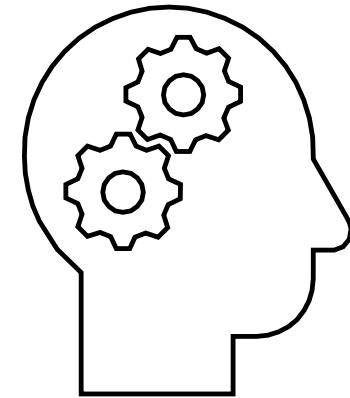
# LEADERSHIP VS. MANAGEMENT

## GROUP 2

|                  |        |           |        |                |        |           |        |               |        |
|------------------|--------|-----------|--------|----------------|--------|-----------|--------|---------------|--------|
| Md Zahirul Hoque | Hoque  | Zhong Yan | ng Yan | Mohammad Kaium | Kaium  | Cao Thang | Thang  | Chaochen Wang | Wang   |
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# Introduction

Successful people play both roles in the workplace to achieve set goals. Diversified skills and traits allow leaders to influence different kinds of people at work (Bramble, 2012).



# Leadership definition & leadership styles

Kotterman (2006) describes leadership as “an influence relationship between leaders and collaborators who intend significant changes that fulfil their mutual objectives.”



(Schneider, 2015)



# Leadership roles and how leadership works in organization

## Role of leaders (Baumeyer, 2013)

- ✓ Vision
- ✓ Motivate
- ✓ Direct
- ✓ Represent

## How Leadership Works (Bookboon, 2010)

- ✓ Coordinates at all levels and focus on goals
- ✓ Lead people
- ✓ Use multi-dimensional skills to achieve goals

# What is management?

“Management is doing things right, leadership is doing the right things.”

[Herbert A. Simon](#)

Management is **making decisions**

[Peter F. Drucker](#)

Management is the organ of the economy, the enterprise managers must put the **economic performance** in the first place

[Henri Fayol](#)

Planning,  
organization, commanding and controlling



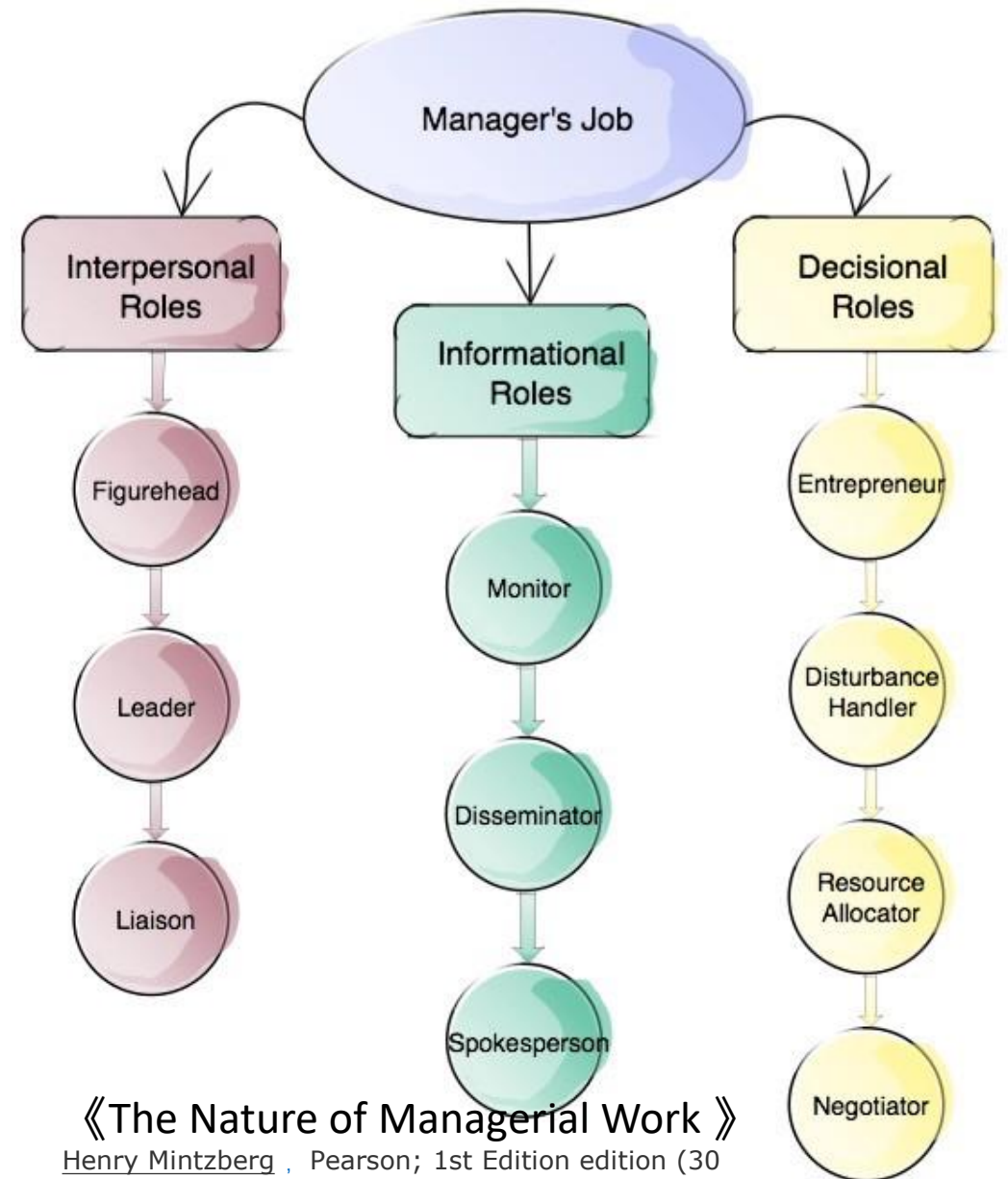
# What are the roles of Manager in the success of business?

Case: Tim Cook as a professional manager of important measures

| Roles                           | Tim Cook's Managerial performance                                                                                                                                                          |
|---------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Liaison                         | <ul style="list-style-type: none"><li>One of the main jobs is to meet investors. Build investor loyalty to Apple</li></ul>                                                                 |
| Entrepreneur/resource allocator | <ul style="list-style-type: none"><li>Famous for cost control</li><li>Pay attention to market sales, especially to the Chinese market</li><li>Care more about consumer feedbacks</li></ul> |
| Disturbance                     | <ul style="list-style-type: none"><li>Following the death of Apple's CEO Steve Jobs, Tim took steps to grow the company's business</li></ul>                                               |

## 10 Managerial Roles Identified by Mintzberg

Albertsuckow.com

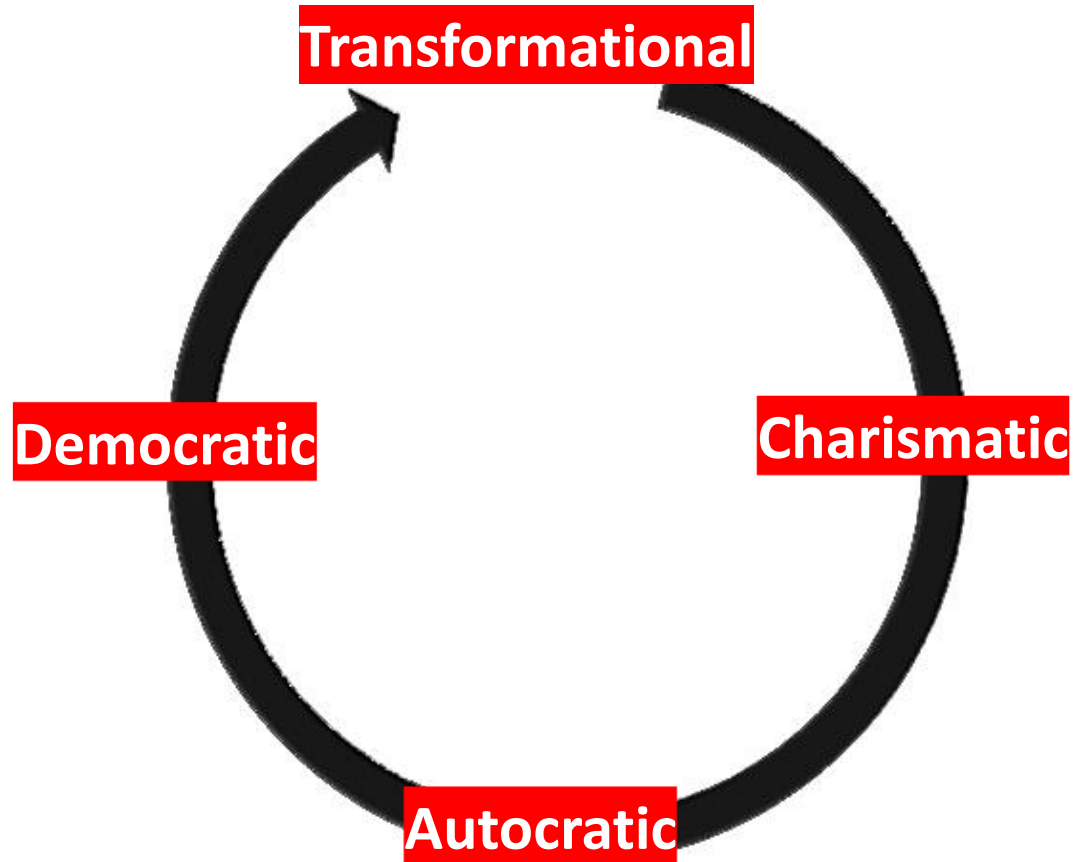


《The Nature of Managerial Work》

Henry Mintzberg , Pearson; 1st Edition edition (30 Jan. 1997)

# A case study of Apple Inc.

## Leadership styles





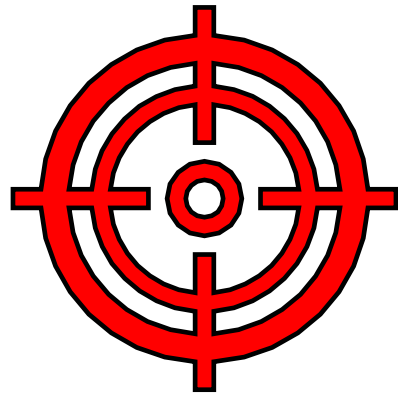
## Leadership components of Apple Inc.

- ✓ Focus
- ✓ Passion
- ✓ Risk taking
- ✓ Innovation
- ✓ Involvement
- ✓ Effective communication

# Management styles

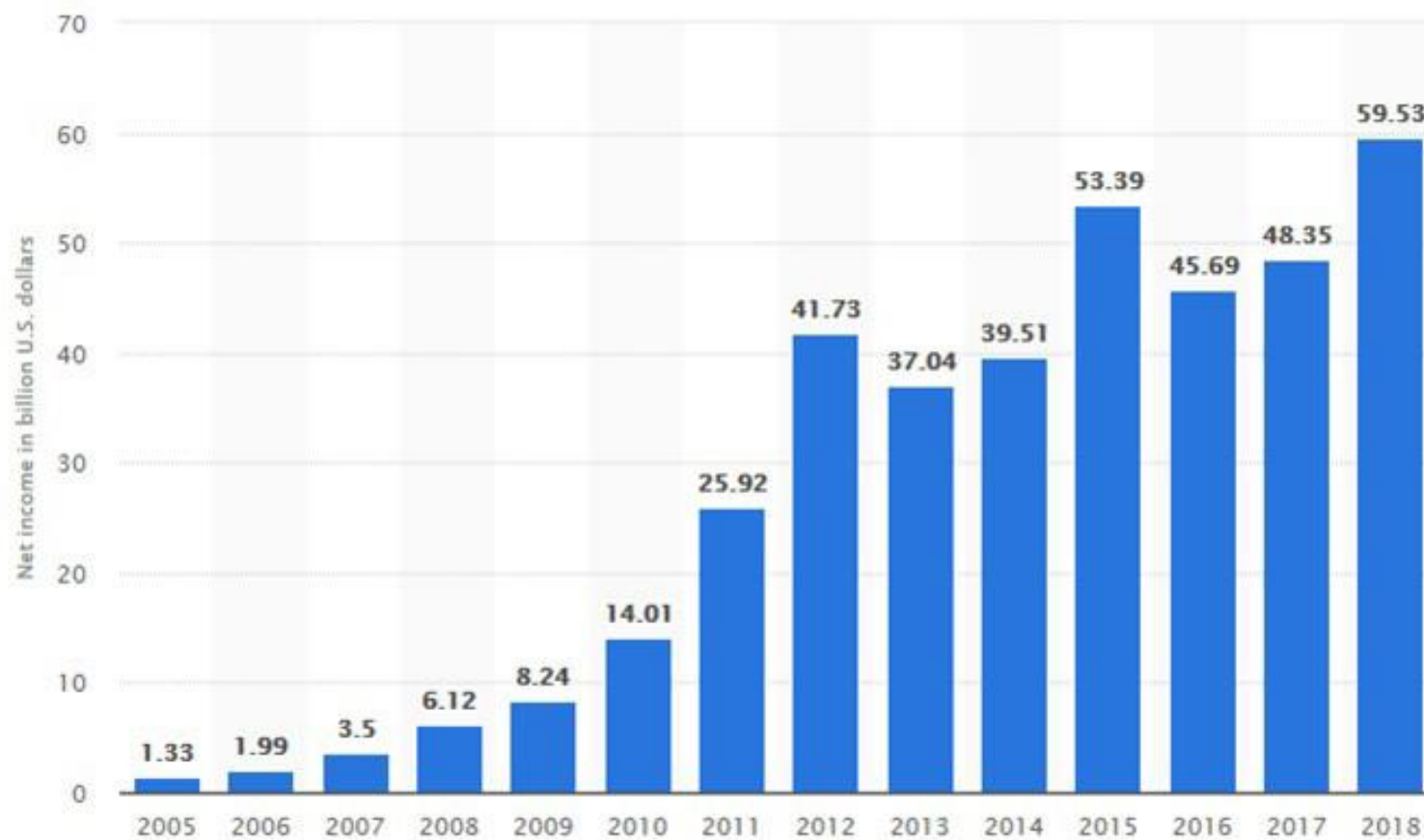


Democratic



Autocratic





Apple's net income under Steve's and Tim's leadership and management from 2005 to 2018 (Apple Statistics, 2018)



# The differences between Leaders and Managers

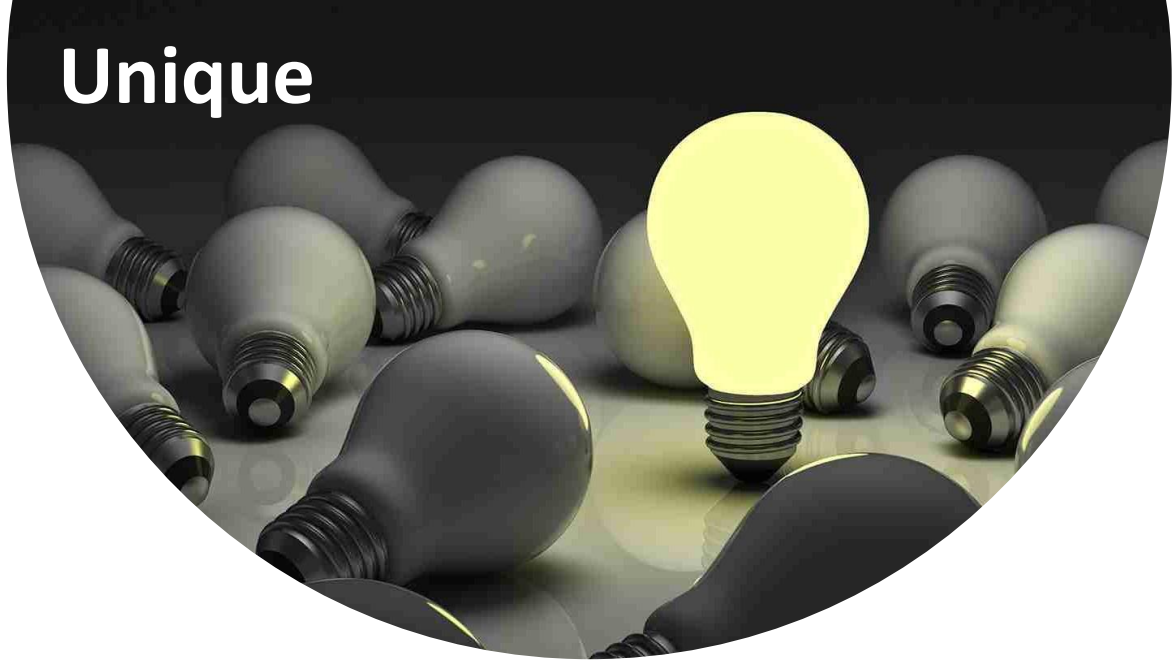


**Vision**

# Copy Cat



Unique



**The differences between  
Leaders and Managers**

Brought to you by Cao Thang

# The differences between Leaders and Managers



**Control Risks**



**Take Risks**

Coaching



# The differences between Leaders and Managers



Guiding

# Combination of Management and Leadership

## THEORY X & THEORY Y

The final goal is to add as much value as possible to organisations.

**What:**

X: people only work for the money

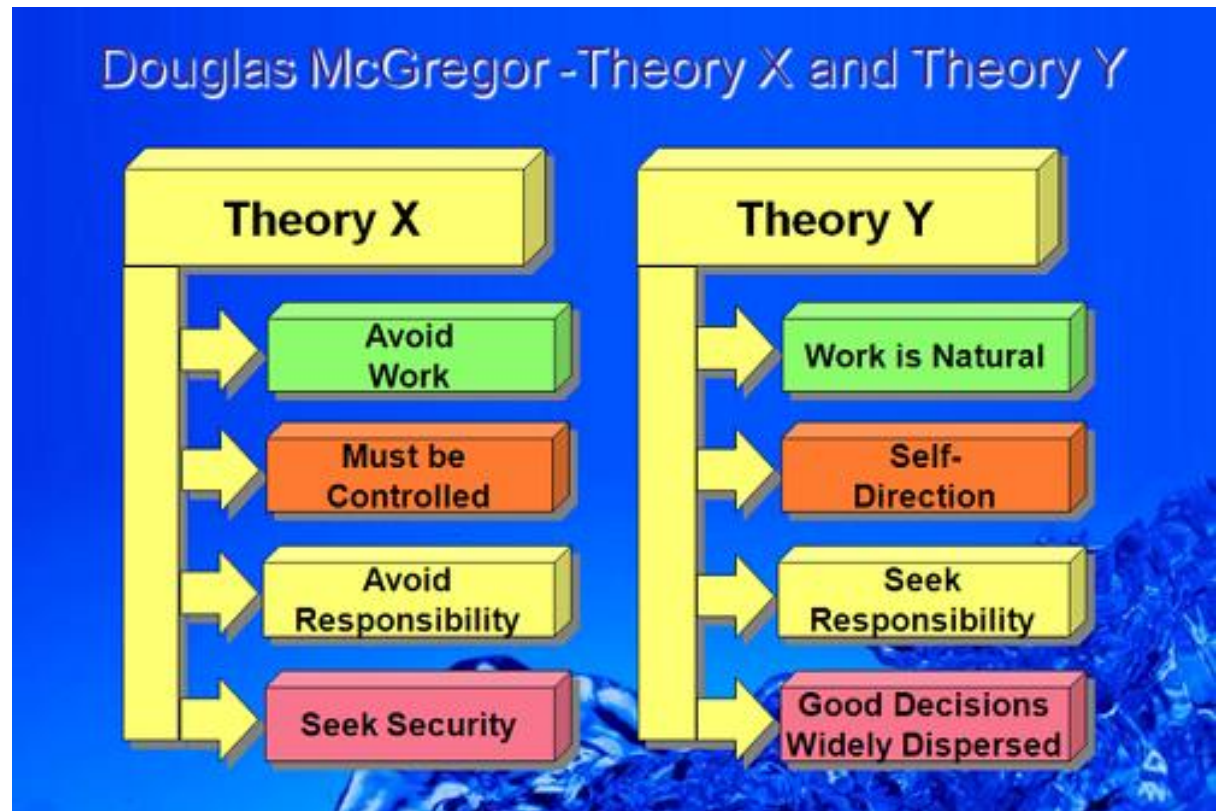
Y: individuals are highly self-motivated

**How:**

Employees: I'm motivated but pushed, I'm loved but stressful

X&Y Managers: Just act like daddy and mummy

**Why:** Motivate employees to add as much value as possible.



# Conclusion

**Managers say: 'Do it' | Management - Control**

- 'Listen up... ..'
- 'Can you make more sales for me please...'
- 'Just do it properly and don't be late...'

**Leaders say: 'Let's do it' | Leadership - Influence**

- Are you ready guys, all good to go...
- Anything else you are not sure just let me know...
- 'Hey, well done we've just made it...

**The best practice: Management**  **Leadership**

'Guys, I'm here to help you and support you,

but you also make sure everything you do is properly, let's make it!



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